



Omnichannel in support of unified commerce: Madura's experience

Madura: betting on the future

Founded in 1971, Madura is a French interior decoration brand. Known for its innovative «ready-to-hang» approach to window treatments, the brand has become the gold standard for both traditional and contemporary designs. Offering a wide range of household linens and high-end decorative items for every room in the home, Madura brings its colorful styles and variety of materials to its store locations in several countries and adapts to local needs.

1971
Brand founded

153
Employees

37
Stores worldwide

2006
Establishment of e-commerce site

An omnichannel strategy in support of a unified customer experience

Madura has chosen an omnichannel approach, with Click & Collect and Click & Reserve solutions. The brand sought a clearer understanding of its customers' experiences, a resurgence in traffic to its brick-and-mortar locations, and better visibility of stock available in stores. The next step for the brand is to implement Unified Stock and In Store Ordering. That means bringing together stock from all sales channels to achieve the best possible coordination of customer orders placed on and off-line, thus avoiding shortages. It also means adapting stores to enable on-site ordering and mobile payment, restoring sales associates to a central role in customer relations.

By the numbers



10% of online orders
50% of brands are fully equipped

80% higher online conversion
20% of brands fully equipped



A brand strategy centered on digital transformation

What does that mean, in concrete terms?

- Understanding customers' experiences
- Reinventing the in-store shopping experience
- Generating in-store traffic
- Making the e-commerce site an ally of physical stores
- Generating more revenue in stores



Implementing the web-to-store solutions from the SoCloz platform not only generated in-store traffic but also helped us truly understand our customers' shopping experiences, particularly by analyzing our website's transformation rate.



Vincent Rey, CEO of Madura

Madura reflects on their experience

What were the main digitalization concerns for Madura and its points of sale when implementing the web-to-store solutions?

Like all retailers, we have faced a significant increase in the power of online sales channels and, concurrently, a decrease in in-store traffic. Implementing the web-to-store solutions from the SoCloz platform not only generated in-store traffic but also helped us truly understand our customers' shopping experiences, particularly by analyzing our website's transformation rate. Another advantage is allowing the store to claim the revenue from these sales, assuring store employees that the Madura website is not a «competitor,» but rather an ally that effectively drives traffic to their store. Finally, prompting customers to visit a point of sale gives us a great opportunity to show them our newest collections and generate additional orders, which makes all our sales associates happy, too!

Why did you choose to implement the SoCloz platform solutions as part of your list of priorities?

One of our biggest priorities was driving in-store traffic and gaining a better understanding of our customers' purchasing process. That was what the Click & Reserve solution offered us. We found it persuasive, and we quickly decided to put our trust in SoCloz and implement their solution. We were one of their first clients. Seven months after the rollout, we observed that Click & Reserve was driving a 15% boost in in-store traffic. These positive results reinforced our interest in digitizing our points of sale and moving forward with another web-to-store solution, Click & Collect. The integration of that solution had the intended effect; those orders now represent 10% of all orders placed through our website. Not to mention the customer feedback we receive through the online customer satisfaction form, which is very valuable in helping us better understand their expectations.

What was the web-to-store implementation process like?

Since all the solutions share a common foundation, integrating the solutions was a very smooth process from a technical standpoint, taking just 3 months. As for the sales teams, they'd quickly come to appreciate the Click & Reserve system, so adopting the platform's other solutions came easily to them. It's worth noting that the close support from the SoCloz teams made a real difference in ensuring a successful collaboration.

Why did you choose the SoCloz platform?

We chose the SoCloz platform so we could have all the solutions together in a single interface (web or tablet). But reliability was the biggest factor in our decision. Even beyond the web-to-store solutions, which were highly beneficial in terms of our stores' traffic and revenue, the web-in-store solution makes the SoCloz platform a very easy-to-use checkout system. And that's exactly what our teams need: to feel confident in using a straightforward interface, so they can offer customers a smooth, seamless experience.

What plans do you have for the future?

Madura is working to implement the web-in-store solutions from SoCloz. This will allow customers to place an order while in the store, with mobile and traditional checkout options and a POS solution that enables instant checkout. These SoCloz solutions will help us evolve from a pure retail model, in which customers leave the store with their purchases, toward a hybrid model that blends store and showroom aspects, so we'll have less stock on the floor and more space to display products. Our goal is to use the digital element to display our collections more effectively at our points of sale. After all, the purpose of a point of sale is not just to let the customer see and feel the product, but also to get advice. This development should also help us expand our offerings, because storage space at our retail locations is no longer a constraint.



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SoCloz is an omnichannel platform that supports unified commerce, with a single, intuitive interface that brings together a mobile and desktop ordering and checkout system, an OMS that coordinates web and in-store orders, and an omnichannel order fulfillment system for points of sale. SoCloz is the European leader, serving more than 150 brands and 35,000 stores in 18 countries worldwide. Much like an orchestra conductor, it leads brands through their digital transformation, implementing a full range of omnichannel scenarios including e-reservation, Click and Collect, mobile order acceptance, instant checkout, Ship from Store, and many more.