



How did the Garella Group make the most of its omnichannel strategy in support of its business?

The Garella Group: a brand experiencing digital growth

INDIES is, first and foremost, a family-owned, high-end women's ready-to-wear group. Based in the South of France, the company designs and distributes its own collections. The group's first brand, founded in 1970, bore the name of its founder, J.J. GARELLA. With its inventive, colorful collections blending femininity, lightness, modernity, and elegance, the brand quickly made a name for itself. In 1993, the group acquired the BLEU BLANC ROUGE and INDIES brands, enabling it to offer a comprehensive product line to its customers. The collections' success led first to the opening of branded stores, then to distribution through a network of multi-brand retailers. In the early years of this century, the group has ramped up its B2C development, opening its own stores under the INDIES label, following by its e-shop in 2013 and a franchise system in 2015.



The OMS will help us offer a smoother, more unified shopping experience to our customers, which will drive growth and loyalty for our group.



Caroline Bellouet, E-Commerce Supervisor.

Omnichannel Scenarios



E-reservation System



Ship from Store

SoCloz by the Numbers



E-reservation System



SoCloz OMS

+80%
conversion rate increase

20% of brands are fully equipped

Increase in revenue, online and offline

The Garella Group reflects on their experience

What does digitization mean for you?

We want to create a connection between our brick-and-mortar network and our e-shop. Adapting our distribution paths to suit new consumer habits was a priority for us in 2019. We started our omnichannel adventure with the E-reservation system, which was both the most relevant and the simplest option to implement. In addition to boosting in-store traffic and additional sales for our field teams, this scenario helped make the sale of store inventory smoother. Optimizing inventory management was a major growth issue for us. We very quickly recognized the value of the omnichannel approach, which materialized in the unification of on- and off-line stock (e-shop vs. stores) with the implementation of SoCloz OMS. The arrival of the OMS in the «Covid» summer of 2020 was timely, as stock from our network of stores contributed greatly to fulfilling our e-shop orders. Our omnichannel strategy has truly become vital to the Group over the last two years.

What was it like for a moderate-size company like the Garella Group to implement SoCloz OMS?

The E-reservation omnichannel scenario was set up in just two months! After that, for technical reasons having to do with our IT environment, the unification of stock from our distribution networks took a bit longer. However, it all went well. We worked together to find solutions that let us move forward as effectively and quickly as possible. The OMS works perfectly with Cegid Y2, our checkout software, which was a big time-saver in addition to being practical. We have a great relationship with the SoCloz teams; they are always available and attentive. We have received, and continue to receive, great support.

What was your in-store teams' «on-the-ground» experience like as these changes were implemented?

The SoCloz interface is very intuitive, which made it easy for our field teams to pick up. There are some who resist change, but overall, the teams have adapted to it very well. We asked ourselves how we could incentivize them, given that they'd now need to fulfill orders without seeing an increase in their stores' revenue. When an order placed on our e-shop is fulfilled by a store, the revenue that is generated is not necessarily attributed to that store, but we did a lot of education. We demonstrated how new opportunities would arise to make additional sales. The teams are now fully aware of this and have been taking advantage of it to sell off overstock resulting from the pandemic lockdowns. The right reflexes are there; it's a matter of continuous learning. Our sales teams are more central to our business than ever.

Why did you choose the SoCloz platform?

The SoCloz platform was recommended to us both by an employee and by other brands that were already using it. We quickly realized that the value for money was unbeatable. We also had a very good connection with Gaspard, the Sales Director, who provided reassurance. The SoCloz platform is very intuitive, so it was ideal in terms of getting our sales teams on board, including associates from different generations.

What results have you observed since the implementation?

While we clearly needed to think ahead to meet market needs and consumer habits, it was a blessing that we had SoCloz OMS in place! We were very fortunate. When our stores closed due to Covid, there was a spike in e-shop order volume, to which our marketing investment strategy also contributed. We were able to satisfy that surge in demand by using stock from our stores. That meant the stores could sell their inventory even when they weren't authorized to open their doors. It worked out very well in terms of customer satisfaction, as well as for our bottom line. 20% of our orders are shipped from a point of sale, and that number just keeps rising. During sale and clearance periods, it sometimes reaches 30%! Finally, SoCloz OMS gives us the flexibility to adapt to market needs and specific contexts, because we can adjust the list of priority stores to contact in the event of unexpected closures or based on where inventory is located.

What plans do you have for the future?

We're not done yet; our omnichannel transformation has only just begun. Our next step is to implement the SoCloz mobile order acceptance and instant checkout system by the end of the year. That's a matter of giving our field teams another opportunity for upselling. It will give them access to all the brand's inventory, both in stores and in warehouses. That means we'll be hearing a lot of «yes» in stores. Shortages will be a distant memory! This implementation will also enable us to expand our in-store product line so we can display increasingly comprehensive offerings to our customers. That's important because customer loyalty is another major factor in our growth strategy.

