

Case study



Expedite & Fresca

Multichannel Retail Specialists

Social media strategy helps Lyle & Scott make friends and influence people

Facebook commerce and mobile site push fashion retailer ahead of the pack

The last decade has been a period of unprecedented success for Lyle & Scott. Founded in the Scottish borders and with a heritage of more than 135 years, the retailer was named Drapers' Young Fashion Brand of the Year in 2010. But with a new bunch of admirers came a new bunch of demands. So Lyle & Scott turned to us to help boost its mobile and social networking presence. It's been a brave move, but one that looks like really paying off.

The project began with a refresh of Lyle & Scott's main website. Then we had to make sure that the look and feel could be captured successfully in a mobile-friendly version of the site, without compromising its ease of use for customers. Will Dymott, head of e-commerce for Lyle & Scott, explains: "We're well aware that customers shouldn't have to know or care about what channel they're shopping or browsing in. They're shopping with Lyle & Scott. Our brand values, customer service and customer experience should be the same however and whenever we're in touch."

The mobile-optimised site achieves this by chiming with the lifestyles of the retailer's core customers – making it quick and easy to share likes and dislikes through other mobile-friendly media, such as Facebook and Twitter.

The final phase of the project saw the launch of a Facebook commerce page. And Will is sure that this is a route other retailers will be quick to follow: "It's become obvious to us that mobile commerce has



Profile: Long associated with high quality golf wear, **Lyle & Scott** has an equally lengthy association with high fashion, to the extent of designing an exclusive cashmere collection with Christian Dior as far back as 1954.

The last decade has seen the brand propelled to the top of every young fashionista's wishlist thanks to the launch of the Vintage line in 2001, swiftly followed by the opening of a stunning flagship store in Covent Garden.

www.lyleandscott.com

“Now our customers can shop with us no matter where they are or what they are doing, our mobile site was the first step, now our new Facebook store means that customers can shop socially without leaving Facebook.”

few boundaries. We've been able to draw a direct line between our social strategy and cold, hard sales figures. At the heart of this is our Facebook page (www.facebook.com/lyleandscott). We take an active part in it – responding to concerns, commenting and engaging with our fans on an ongoing basis.”

The mobile site is growing at a faster rate than other channels (over **190 per cent** since its first full month) in terms of visitors. Over the last year the website has received on average **6,755 visits** a day. Visits to the site have increased over **100 per cent** from the previous year. And the availability of new products has helped increase revenue figures by almost **300 per cent**. The new mobile channel is currently responsible for **3.5 per cent** of e-commerce sales (compared to 2 per cent last year) and **7.5 per cent** of all site visitors. An exciting aspect of this is that over **55 per cent** are entirely new visitors to the Lyle & Scott site.

Upwardly mobile

Lyle & Scott opted for a mobile optimised site, designed to be suitable for all smartphones, rather than go for an app built for a specific mobile platform such as iPhone or Android. The new site enables customers to shop whenever they like – and wherever they are.

The pages are simple and uncluttered, making the site quick and easy to use on mobile browsers. And behind the scenes it's been designed by BT Fresca as a channel within the same FrescaCommerce application, so there are no integration problems.

From a back-office point of view, the mobile site is a channel on the same application, so there are no integration issues and customers see real-time data with managed stock levels. This means the Lyle & Scott team can send the same catalogue file and same inventory file, and the orders come out of the same place for both mobile and desktop.

Will says: “Our mobile-optimised website is at the heart of an effective, sustained programme across multiple channels and social media. We've included social media

within our broader digital and marketing objectives, ensuring that every piece of activity has a relevant call to action or return path to the community-building goals that are at the heart of our long term customer strategy.”

Joint Managing Director, BT Fresca, Sarah Hughes, agrees: “Lyle & Scott has a very sophisticated online and social media strategy. It's been exciting working with them and it's marked a first for us with a move into mobile commerce that has proved to be extremely successful.”

Flying in the Facebook of fashion

Following hot on the heels of its mobile optimised site, Lyle & Scott has also launched its first social media commerce store, powered by a BT Fresca application. It means the retailer now sells directly to its army of 40,000 Facebook fans, as well as all their friends, and their friends, and...

“Size is one thing,” says Will “but we also want our fans to feel part of our family. And our community of fans massively amplifies our reach: The Ibiza

Rocks competition, for example, run through a purpose-built application, attracted 20,000 entries alone. By promoting it through online PR coverage, Twitter and within Facebook, we far exceeded the reach of the activity – many photos received over 100 ‘likes’ appearing in friends’ news feeds, and we celebrated it by creating a video that featured every entry.

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“All of these social networking activities are completely integrated, ensuring that Facebook and blog content is aligned to our SEO/SEM strategy and has a direct impact on search engine results based on our target keywords; Twitter, combined with state of the art conversational monitoring across the web, has become a proactive customer services enabler.”

For more information on our e-commerce and social media solutions, contact www.btexpedite.com/ecommerce, or call us on **0870 8506880**.

About us

BT Expedite and BT Fresca together make up the retail solutions division of BT. We provide products, services and solutions for some of the UK's leading retailers, with expertise across all areas of retail, from e-commerce to supply chains.



Offices worldwide

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