



American Golf and Online Golf score a hole in one with Demandware

 American Golf and sister company Online Golf are the go-to brands for thousands of golfers across Europe who are looking to kit themselves out for the course.

Although the two brands have completely different identities, goals and strategies, they share the same ecommerce platform: Demandware. And they are sharing greater online success too as a result.

American Golf total ecommerce increased the proportion of online versus store sales from 10 percent to 15 percent of total sales from April 2013 to April 2014. Pat Foley, Head of eCommerce at American Golf, comments: "Thanks to Demandware, both brands have grown their online presence even though the overall golf market has seen limited growth."

American Golf has also seen a 16 percent increase in average order value since launching its UK site on the Demandware platform. This growth would never have been possible without a new ecommerce solution. Online traffic for both companies had reached saturation point on their shared legacy platform, which was negatively impacting uptime.

"We simply didn't have the capacity to meet the brands' goals for breaking into new territories and delivering an omni-channel experience," comments Foley.

TEED UP FOR SUCCESS

With Demandware's commerce platform, American Golf and Online Golf have been able to keep their strategic ambitions on course.

Craig Brooking, Design, and Development & Operations Manager at American Golf, comments: "We selected Demandware for its scalability and reliability. Its cloud-based model also means we can take immediate advantage of new features as they're developed."

IN ACTION:

American Golf, Online Golf & Demandware

8 websites and mobile versions

4 languages

20,000 SKUs



In partnership with:

 BE EXCELLENT

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Head of eCommerce
American Golf



of total sales
now online



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Demandware partner BE EXCELLENT assisted with the implementation, with the first sites – American Golf UK, Online Golf UK and OnlineGolf.de – going live in March 2013 after five months. These were quickly followed by local currency Swedish and Danish sites and a site in euros. A local language French site, which took less than eight weeks to develop and build, followed in July 2013.

Online Golf went on to launch a local language Italian site in April 2014. Each of these sites has a corresponding version optimised for mobile devices. “Mobile is an increasingly important channel for customers of both brands,” says Foley. “Around 45 percent of total site visits are currently from smartphones and tablets, compared to 20 percent last year.”

ABOVE PAR FOR CUSTOMER SATISFACTION

As well as enabling the two brands to efficiently launch new sites, the Demandware platform has provided a wealth of new opportunities to improve the customer experience.

For example, both brands have been able to run a number of extremely successful ‘beat the clock’ flash sales. “We were able to launch a hugely popular, timed sale on Christmas Day without any involvement from the IT team,” says Foley. “This resulted in an increase in traffic of 437 percent on Christmas Day.”

These promotions can be developed and launched extremely quickly, as Brooking explains: “If the business needs a boost, we can have a meeting at 1pm and by 4pm any new promotional ideas we came up with are live on the website.”

There is now also greater personalisation promotion across both sites – for example, different products can be displayed depending on a customer’s gender and their previous purchases and searches.

With a scalable and efficient ecommerce platform in place, American Golf has been able to turn its attention to developing its multi-channel capabilities. This includes equipping its 102 UK stores with Wi-Fi and tablets so that customers can benefit from ‘reserve and collect’ and ‘deliver to store’ services.

All these factors are contributing to an improved customer experience: 99 percent of Online Golf customers reported they would shop again with the company; 98 percent of American Golf customers said the same.

The two brands are now building on their 2013 successes and expect to see even greater online revenues in the coming financial year. “Demandware has transformed ecommerce for us,” concludes Foley. “We can now expand our online business with confidence that we can support a growing customer base, and adopt innovative new features easily to keep one step ahead of the competition.”



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