

New touchpoints for High-Performance Multi-stores



3 brands



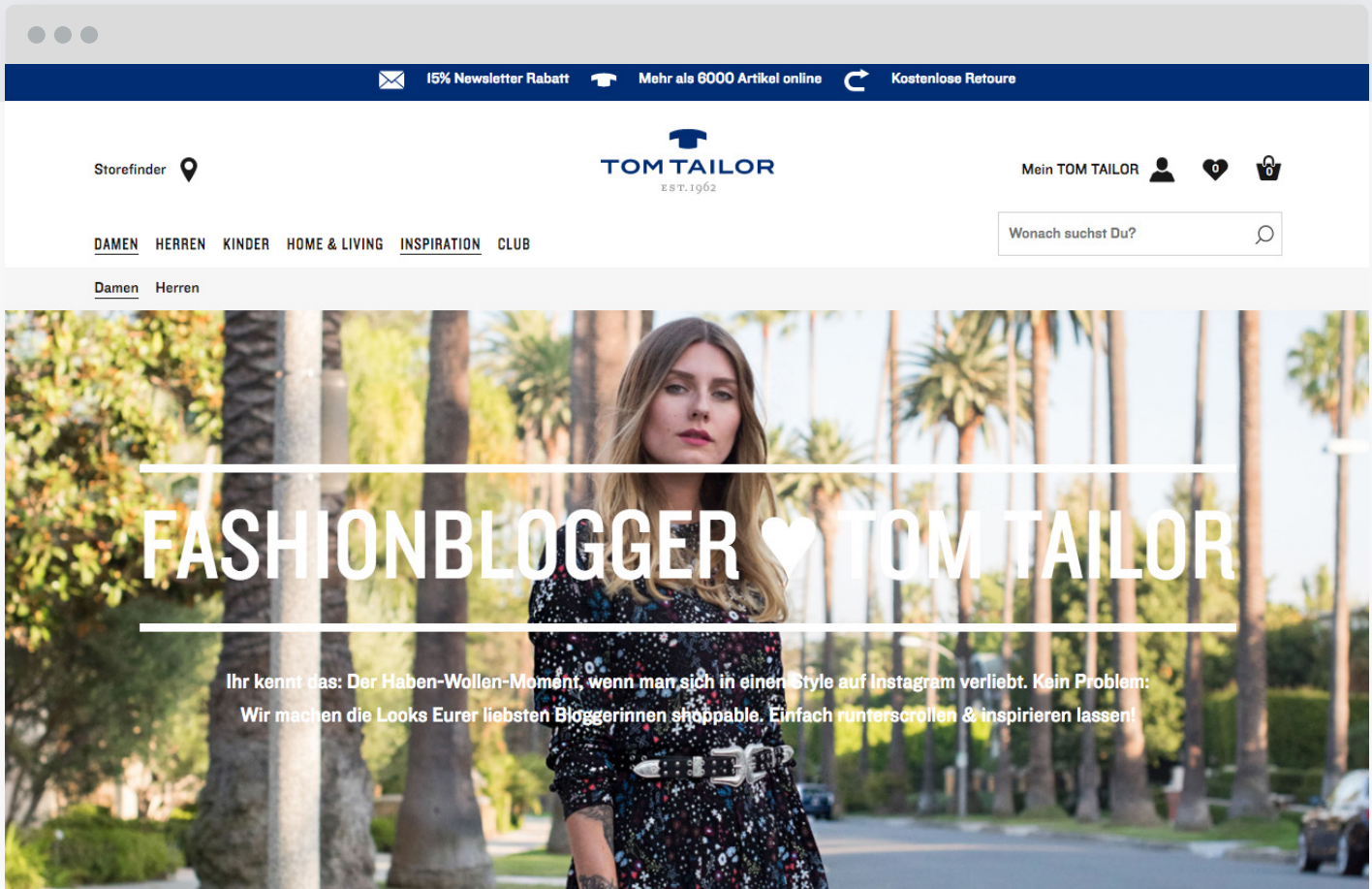
Operating in
35 countries



€ 1 billion revenue
in 2016



1 million+
monthly visits

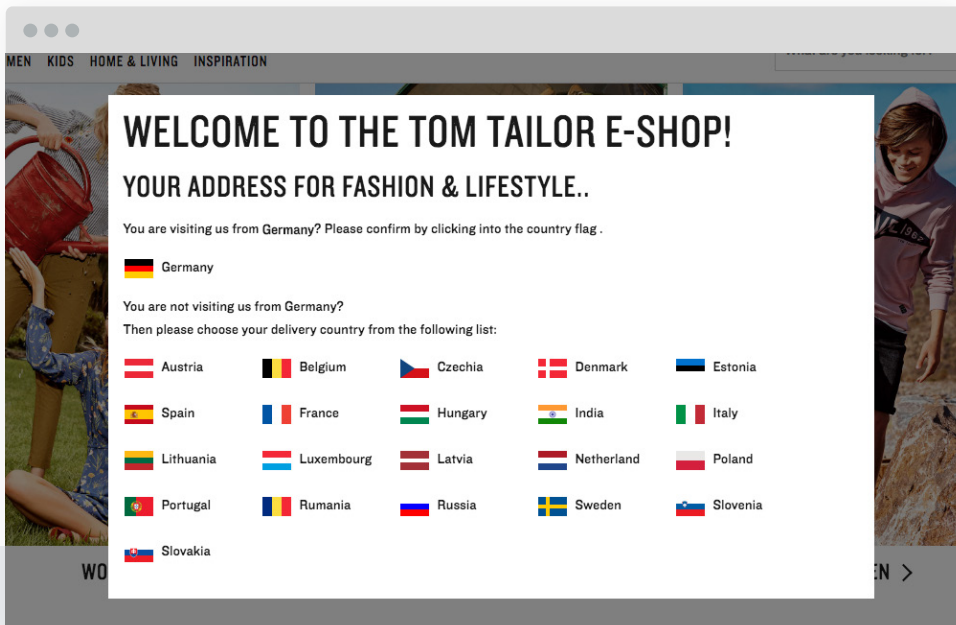


Insourcing as a foundation for growth

Before the launch, the shop was based on an outsourced platform. The development of new features was expensive and implementation took weeks or months. In short: The originally personalized solution could no longer meet the increased technical requirements and customer demands.

Tom Tailor's goal for the relaunch was clearly defined: A departure from the outsourced shop system, which makes every change complex and costly. Due to the increased demands on flexibility, performance and quick market adjustments, the casual wear manufacturer wanted to give its commerce solution a complete makeover.

The Spryker Commerce OS enables the brand to realize a competitive **multi-store solution**. While consumers can be reached customer-centric and data can be collected from any interface, Tom Tailor can **increase productivity and ROI**.



Simple Handling of different brands & country shops

Tom Tailor serves various brands, country and language versions via the Spryker Commerce OS. Certain business logics are either applied to all shops - or individualized in order to be able to respond perfectly to customer needs.



Cost-efficient customer acquisition through gift vouchers

Gift cards help Tom Tailor increase website traffic, attract new customers and increase brand awareness. They are considered a separate payment method in the shop. The icing on the cake: Customers usually order more than 20% of the voucher value.



Gift Cards



Launching Spryker – a game changer for Tom Tailor

Thanks to the Spryker Commerce OS, Tom Tailor looks back on a stable and solid shop performance. Smoothly tackling any traffic peaks, the brand realised over 240 per cent increase in order volume for the recent Cyber weekend.



spryker.com



hello@spryker.com



+49 / 30 / 2084983 53



@sprysys

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