CASE STUDY/

Bealls Inc.

burkesoutlet.com

SERVICES

B2C ECOMMERCE | MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT |
CREATIVE & UI DESIGN

CHALLENGE

Beall's Inc., operating more than 530 stores under the Beall's Department Stores, Inc., Beall's Outlet Stores, Inc., and Burke's Outlet Stores, LLC brands, required that its Burke's Outlet Stores informational site be converted into a scalable, stable and easy to update transactional site.
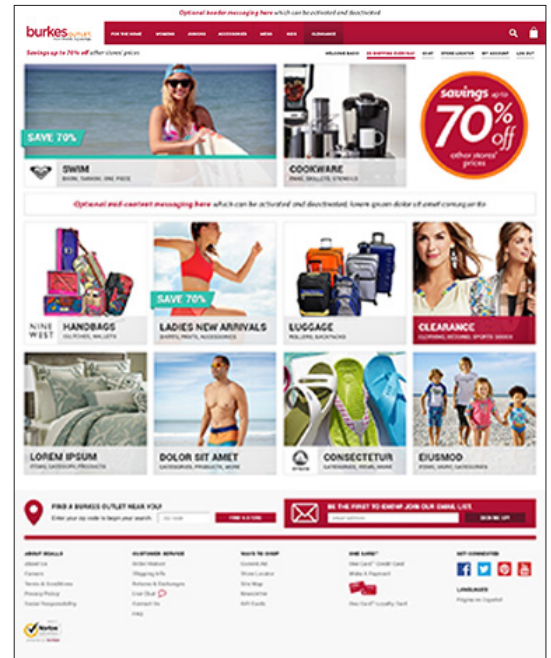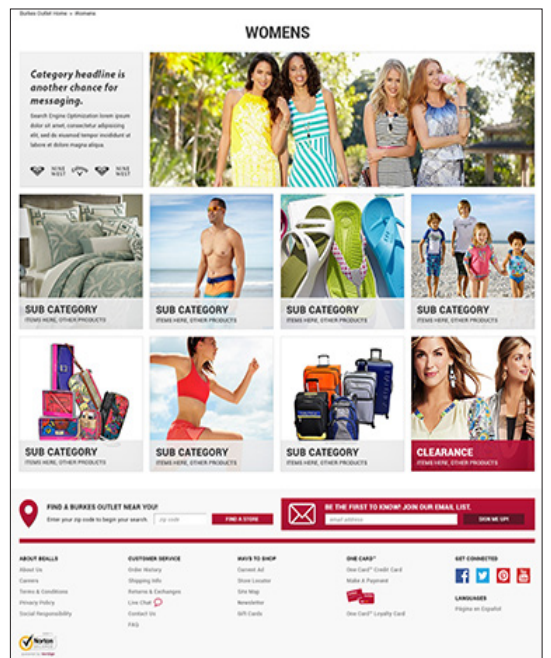
SOLUTION

Guidance delivered a custom EPiServer Commerce solution that nurtures customers throughout their entire shopping path. The new responsive site welcomes shoppers with multiple promotions on the home page and within each category's mega-menu.

The new site also supports Burke's Outlet Omni-channel strategy. Burke's Outlet in-store One Card Loyalty Program was integrated, and all online purchases are tracked and awarded points; these points add up to discount certificates that can be redeemed online.

To improve customer experience, Guidance also incorporated a robust store locator providing the user the opportunity to select their favorite store and get directions to and from that location.

A customer's shopping experience is further enhanced with live chat. Known to increase conversion and average order values, Guidance implemented a live chat solution, making Burke's Outlet Customer Care Associates available online to answer any question that may arise.

Guidance integrated EPiServer Commerce 7.5 with Cardinal Commerce (PCI compliance and payment gateway), Scene7 (image hosting), BoldChat (live chat), Google Maps (store locator), SilverPop (email marketing), HighJump (Fulfillment), AS400 (Product and Pricing Information), TaxWare Solution (tax calculations), SOLR Search engine, Google Analytics, Facebook, Pinterest, and Twitter to encourage viral marketing of their products, as well as to encourage expansion of their company social profiles.

burkesoutlet.com


Category Page

CASE STUDY/

Bealls Inc.
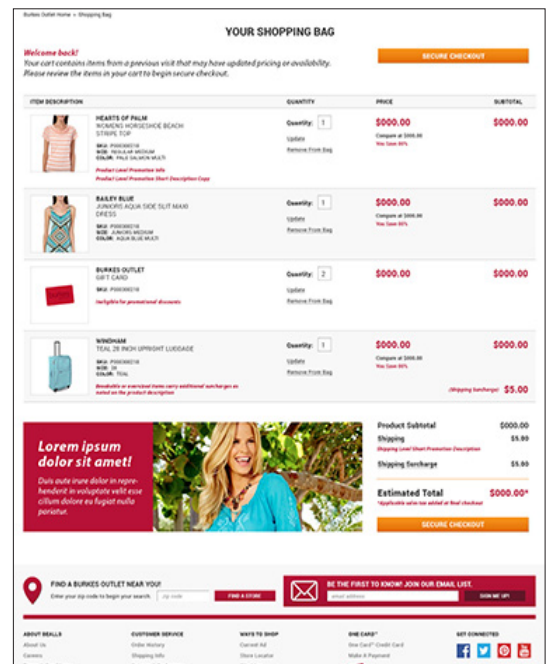
burkesoutlet.com

INNOVATION

Guidance shortened the path to purchase on the Category Page with two unique solutions:

- a new quick view functionality enables customers to select a size, and then add the item to the shopping cart; and,

- an inventory notification banner highlights when an item is about to be out of stock.

Product search is made easier with an advanced filter. Users are able to search by style, color, size, and price.
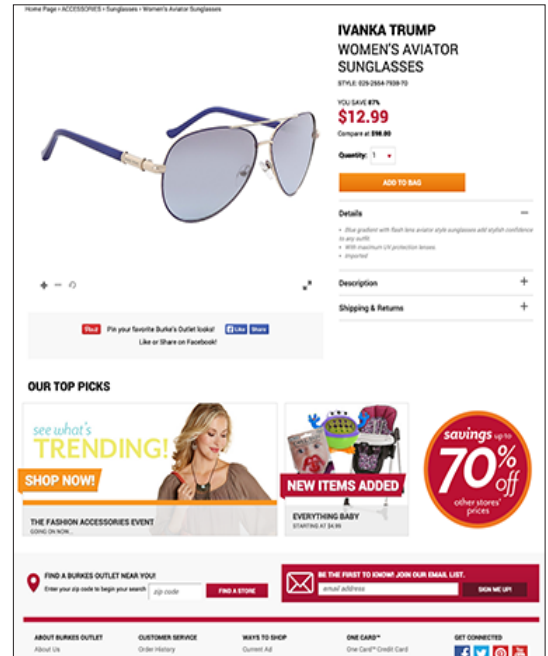
Product Detail Page

Shopping Cart Page