

# John Lewis nurtures brand loyalty, boosts sales.

U.K. retail icon caters to cross-channel customers with compelling experiences using Adobe Experience Manager.

## John Lewis

"Our customers expect a high level of service from John Lewis, regardless of whether they are in a store or online. Adobe Experience Manager helps us exceed their expectations."

*Shane Chapman, digital asset manager, John Lewis*

### ANY SHAPE, ANY FABRIC

Our new service lets you pick a sofa or armchair and have it upholstered in your favourite fabric – there are over 400 to choose from, including designer brands.

It's launching in our shops during August, and will be available online in the autumn; in the meantime, [order free swatches now](#)



#### SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

#### RESULTS



##### STRONGER RELATIONSHIPS

Created competitive edge by nurturing shoppers across channels



##### SHOPPER ENGAGEMENT

Immersed and educated online shoppers to lock in customer loyalty



##### COMPELLING EXPERIENCES

Delivered higher-quality digital experiences for existing and potential customers



##### STRENGTHENED SERVICE

Exceeded customer expectations to boost brand loyalty

## John Lewis

Established in 1864

Partners: 91,000

London, United Kingdom

[www.johnlewis.com](http://www.johnlewis.com)

[www.johnlewispartnership.co.uk](http://www.johnlewispartnership.co.uk)

### CHALLENGES

- Create an online shopping experience as richly immersive as visiting a store
- Manage thousands of product images and digital assets with ease
- Educate consumers with useful video content

### SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
  - Assets: dynamic media, personalized media, and video

#### For more information

[www.adobe.com/solutions/customer-experience/web-experience-management](http://www.adobe.com/solutions/customer-experience/web-experience-management)

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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## Nurturing loyal customers

John Lewis is one of the United Kingdom's flagship retail brands, established 150 years ago. All 91,000 permanent staff are partners who own 42 John Lewis shops across the United Kingdom, as well as 320 Waitrose supermarkets, the johnlewis.com online and catalog business, a production unit, and a farm. The business has annual gross sales of over £10 billion, with partners sharing in all benefits and profits.

## Enhancing online shopping

As Digital Asset Manager for John Lewis, Shane Chapman recognizes that customers who shop both in stores and online are more loyal to the brand and accrue higher lifetime value. He works to optimize the shopping experience across channels by providing relevant digital content, including relevant product visualizations and immersive media such as video.

For example, John Lewis offers thousands of furniture products. Each of these can be upholstered in a choice of 400 fabrics. Chapman must manage roughly 4,000 product images and thousands of variations in order to virtually present company wares to customers online. The company wanted customers to test out all their options on the website—an important prerequisite. "Our customers expect a superb online experience that mirrors what they encounter in stores, and we needed a solution to make that happen," says Chapman.

## Boosting service levels

Using the Adobe Experience Manager assets capability supporting dynamic and personalized media, John Lewis enables website visitors to click on any product image and dynamically change colors, upholstery, and other factors to see what suits them. The Adobe Experience Manager assets capability for video also allows site visitors to immerse themselves in videos to learn about everything from decorating to beauty advice, helping them with their product selections.

With Adobe Experience Manager, John Lewis has been able to deliver a superb customer experience and stay on the cutting edge of retail trends. Customers can dynamically view how their potential purchases will look, and that's having a positive impact on the customer experience and on conversion rates.

"Our customers expect a high level of service from John Lewis, regardless of whether they are in a store or online. Adobe Experience Manager helps us exceed their expectations," says Chapman. "Adobe is helping us stay on the cutting edge of retail technology and cater to our customers across any channel they use to shop with us."