



Rack Room Shoes

The Perfect Fit. Racking Up New Sales
with Hybris B2C Commerce

About the Customer

Rack Room Shoes, Known as an innovator in the shoe industry for more than 90 years, Rack Room Shoes offers a wide selection of nationally recognized and private brands of shoes for men, women and children in comfort, dress, casual and athletic categories. As an industry leader, Rack Room Shoes' outstanding selection, trusted brands, superior customer service, convenience and value help the company remain poised for great achievements for years to come. Rack Room Shoes is a subsidiary of The Deichmann Group, which is Europe's largest shoe retailer. From its headquarters in Charlotte, N.C., Rack Room Shoes operates more than 420 stores in 33 states and employs more than 4,000 associates in the continental United States.

Challenges

Hybris migration and re-platform for 2 sites... Using Hybris B2C accelerator to speed up several complex integrations.

- Complex Integration Scenarios
- Low Performance, and Integration Challenges
- Improve the Customer Shopping Experience
- Support & Maintenance costs for maintaining branded sites were high

Solutions

- B2C Commerce & CX Optimization with SAP Hybris
- Hybris Commerce B2C
- 2 Separately branded storefronts with Data Hub integration
- BOPIS
- Streamline Performance and Integration

Outcomes

- Increase cart conversion and order size with improved navigation, improved merchandizing and advanced personalization features
- Increase revenue of each site with Improved end user experience, better performance and improved features
- Increased agility to implement changes to support changing competitive and market conditions
- Reduced cost to support and maintain separate B2C sites
- Improves customer shopping experiences
- Increases average order values and decreases support/maintenance costs for multiple branded sites in a highly competitive marketplace

Project Highlights



Revenue

\$1B



Employee

1,001-5,000
employees



Location

Charlotte, North
Carolina



RESOURCES

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Enterprise to the Power of Digital™

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