

Case Studies

Econsultancy's database of case studies showcases best practice and innovation across the entire digital marketing and ecommerce spectrum from companies around the globe.

Case Studies

Submit a case study

CASE STUDIES

Topps Tiles increases revenue by 35% by integrating in-store and online customer experience

Working with Tom&Co, the tile specialist optimised its brick-and-mortar and ecommerce user journey to boost sales and website traffic.

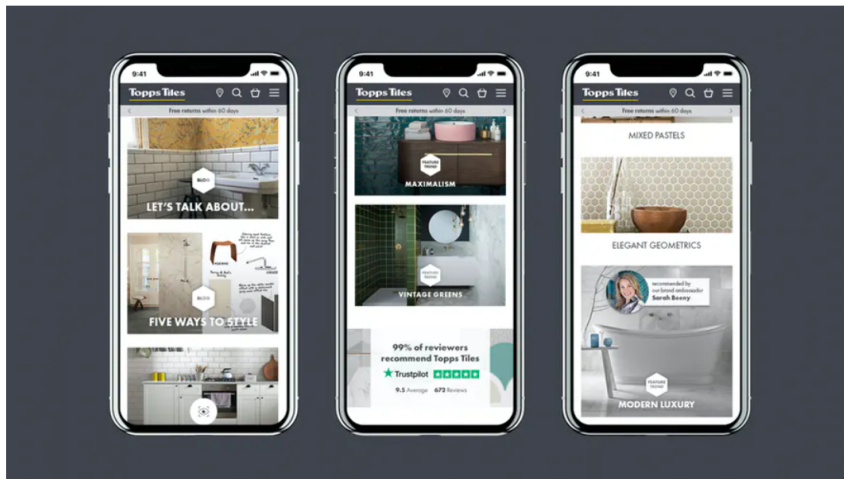
2020

Related

[Customer Experience](#)

[Retail](#)

SHARE



Summary

Most [Topps Tiles](#) customers browse online and in-store before buying. The UK's number one tile specialist therefore wanted to integrate its brick-and-mortar and website experience, to meet customer needs. Partnering with ecommerce agency [Tom&Co](#), Topps Tiles made its website more inspiring and efficient with new visualiser tools, lifestyle imagery, cross-selling and 'Click&Collect' functionality. The visualiser tools are accessible via its in-store Design Advice Areas to provide a seamless customer experience. The brand's customer-centric, multi-channel approach has led to a 35% increase in customer revenue and higher website traffic and conversion rates.

Objectives & Aims

Topps Tiles is the UK's number one tile specialist, with more than 300 stores nationwide. Although 90% of customers visit both the website and store when choosing tiles, its brick-and-mortar offering was not integrated with the online customer experience.

Tom&Co was tasked with creating a more seamless customer experience between the brick-and-mortar stores and the ecommerce site. The agency also had to create a more efficient, inspiring online user experience.

Implementation, Execution & Tactics

The new website strategy was to inspire and support customers, efficiently and conveniently.

To help inspire customers, Tom&Co built two interactive tools for the new website. The 'Tile Finder' guided customers through a series of questions about their needs and preferences before offering suggestions. The 'TileMyHome' visualiser hosted by [Roomvo](#) allowed customers to upload a photo of their room and then see their chosen tiles in situ.

In addition, aspirational lifestyle imagery was added to updated dynamic, configurable product pages which showcased the product name, short description and SKU code. This increased customer dwell time. A basket cross-sell function guided customers to purchase all other tile essentials, improving customer support as well as increasing revenue potential.

The visualiser tools were accessible on Topps Tiles' in-store Design Advice Areas to help integrate the on and offline customer experience. Quotes could then be sent directly from the store to the customer's email to allow more decision-making time. Customers who opted to decide from home were sent a link to their email address, helping to convert leads.

Building an express 'Click&Collect' function into the site also helped integrate the on and offline service as customers were able to browse products on the website before checking availability and picking up options in their chosen store.

Results

Creating a more customer-centric, seamless user experience has resulted in business benefits for Topps Tiles:

- Online revenue increased by 35% YoY and was 72% above target
- There has also been an increase in trade sales, which were 46% above target.

Awards

- 2021 UK Digital Growth Awards – B2C Ecommerce Website of the Year
- 2021 Global Ecommerce Awards – DIY, Home, Furniture and Interior Design Ecommerce Website of the Year
- 2021 Ecommerce Awards – Best B2B Ecommerce Site; Best Wholesale and Trade Ecommerce Site
- 2021 Drum Awards for Digital Industries – Best UX
- 2021 UK Ecommerce Awards – Best B2B Ecommerce Website of the Year.

