Amplience™
CONTENT MANAGEMENT. SIMPLIFIED.

SS19 LIBERTY FABRICS

English Eccentrics

Creative escapism, realised, in brand new prints inspired by homegrown muses

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Liberty London Case Study

Amplience empowers Liberty to thrive in the highly competitive luxury sector.

Liberty London, one of the UK's most iconic department stores, attracts shoppers who expect a world-class shopping experience.

The luxury goods market continues to grow in the UK despite challenging economic conditions. Liberty recognizes that enhancing its online offering to keep pace in a competitive environment is essential to maintaining growth and market share. Customers no longer just demand impeccable in-store service, they also expect an incredible online experience.

Liberty London is working with Amplience to improve the look, responsiveness and feel of the website on all devices, and increased customer engagement and workflow efficiency as a result.

Integration and empowerment

Understanding the need to evolve and modernize its heritage brand, Liberty made the decision to improve its online presence. Liberty turned to Amplience due to its deep knowledge and expertize of how to make content work in Salesforce Commerce Cloud and its proven track record of improving efficiency of content creation. The goal of the replatform was to increase efficiency of content creation, empower teams across the business by providing the right tools that integrated seamlessly with Salesforce Commerce Cloud and to improve the look, responsiveness and feel of the website on all devices. In under two months, the Amplience project team successfully deployed Dynamic Content, Dynamic Media and Content Hub, integrating the Amplience platform seamlessly with Salesforce Commerce Cloud.

Match made in retail heaven

Liberty has fully embraced the scheduling aspects of Dynamic Content which has triggered a whole set of restructuring of the in-house creative team. Due to how user-friendly the scheduling tool within Dynamic Content is, the content team at Liberty now has autonomy over the whole process of creating, editing and scheduling content for the website, which historically was the responsibility of the design team. This has freed up time for designers at Liberty to focus on their primary roles and increased the velocity at which content is delivered. The implementation of Amplience solutions has reduced the time it takes to produce new content by 66 per cent and has meant that the typical turnaround time of creating a home page is now on average two hours compared to a full working day with the previous system.

> "Amplience Dynamic Content has empowered our business to do more. By streamlining our content production and ensuring teams across the business have the right level of access to the tool, my designers now have more time to focus on creativity and problem solving."

**James Finch**
Senior Digital Designer
at Liberty

Key Business Benefits

- 66 per cent reduction in the time it takes to produce new content
- Average time of two hours to create a home page, compared to a full working day using the legacy content management system
- Faster time to publish with just one-click on the integrated content platform
- Create Once, Publish Everywhere' approach, so same content can be published across multiple slots
- Intuitive and user-friendly, no developer required

	Before	After with Amplience
Faster Time to Publish	20+ Clicks in Business Manager	1 Click Publishing
Create Once, Publish Everywhere	Manual one to one mapping of Content to Content Slots	Publish Multiple Content to Multiple Slots
Remove Bottlenecks	SFCC Developers required for content changes	No Developers Required
Mobile Imaging	Multiple Copies of Imaging Required	Responsive Imaging via Dynamic Media

Creating a voice, increasing velocity

Telling the "Liberty story" through content truly separates the brand from its competitors. In a short space of time, Dynamic Content has allowed the in-house team at Liberty to cultivate brand identity by increasing the velocity at which editorial content on the site is published. This has led to major improvements in SEO, mobile traffic and team productivity. In today's ever-changing market this functionality is crucial for responding to trends with engaging content. This productivity gain is also helped by the fact that Dynamic Media is now being used to streamline asset management and serve up all imagery, web fonts, PDFs, GIFs and rendering templates on Liberty's website. Its flawless integration with Dynamic Content means that the speed of content creation has increased significantly, and publishing bottlenecks are now a thing of the past.
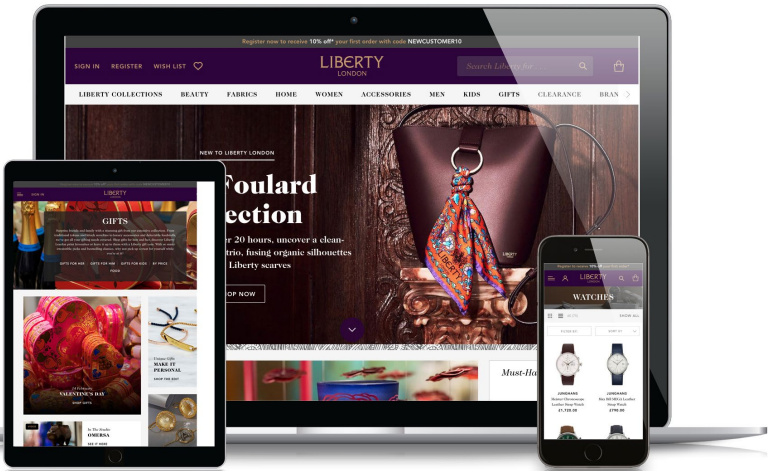
"The Amplience success team has been crucial in supporting our replatforming and redesign. Considering we are doing everything in-house, the integration was incredibly quick and simple," explained James Finch, Senior Digital Designer at Liberty. "It is great that we have a CMS platform that works and understands our business needs. The uptime is second to none and the integration Amplience has achieved with Salesforce Commerce Cloud has seen productivity skyrocket.
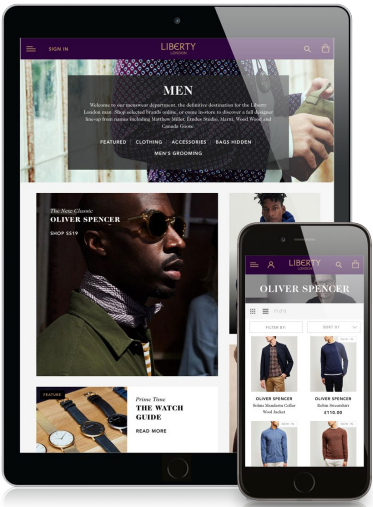
We are publishing content more consistently and have improved the commerce experience across all devices. Dynamic Content has empowered our business to do more. By streamlining our content production my designers now have more time to focus on creativity and problem solving. Having a partner in Amplience that understands how content works in Salesforce Commerce Cloud is invaluable," concluded Finch.

Moving forward with Amplience

Despite the huge improvements Liberty has made to its online functionality, in such a fast-paced sector, it cannot afford to stand still. Liberty is currently planning to further integrate Amplience e-commerce and marketing solutions within the next 12 months. Some of the planned improvements include increasing the website speed, simplifying aspects of design and continuing to enhance mobile imagery. With features such as Point of Interest and Hotspots, Amplience will continue to support Liberty in future proofing and maintaining the premium feel of Liberty's online presence.