CLIENT NAME: MACY'S

Macy's is one of the nation's premier retailers, with fiscal 2015 sales of $27.079 billion. The company operates about 870 stores in 45 states, the District of Columbia, Guam and Puerto Rico under the names of Macy's, Bloomingdale's, Bloomingdale's Outlet, Macy's Backstage and Bluemercury, as well as the macys.com, bloomingdales.com and bluemercury.com websites.

CHALLENGES:

Macy's needed to upgrade their website and create a better customer online experience with an easier, streamlined buying process. Also, Macy's was struggling with pricing discrepancies of that on their website versus that in store, causing a number of different legal troubles that were costing the company a significant amount of money.

SOLUTIONS:

Akvarr helped Macy's by working closely with the marketing team that took customer feedback from their website, as well as feedback from competitor's websites, and leveraged that information with the development team to create a better customer buying experience. Akvarr also helped Macy's create several APIs to ensure the pricing on the website was consistent with that in store, so as to not suffer from any more legal issues.

RESULTS:

Upon completion of phase one of this project, Macy's saw in increase in customer satisfaction and retention, as well as a decrease in pricing legal matters, which resulted in millions of dollars saved due to lawsuits.