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Lacoste: Establishing a Digital Presence in China at Speed

Video Transcript

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China is the most dynamic eCommerce market representing a huge opportunity for luxury retailers, consumer goods companies, and other global brands who want to reach the largest group of emerging consumers.

Online shopping is rapidly taking hold ... as is the use of smartphones.

Social media influences the shopping behavior ... and digital malls compete with online brands and retailers for the buyer's attention.

Multi-national retailers and consumer goods companies looking to develop a winning presence or secure a competitive position, must understand the unique characteristics of online China.

Accenture has been active in Greater China for over 20 years and we have been developing eCommerce solutions there for five years.

Here in China, and particularly in Shanghai, Accenture has one of its largest groups of eCommerce technical experts and web developers ...

We draw from a pool of over 600 Web developers and we have more than 60 people solely focused on eCommerce right here in Shanghai.

Accenture's solution offered Lacoste the ability to reach millions of Chinese consumers, and to deliver them with a high quality and secure online experience.

Accenture is responsible for designing and building Lacoste's online store and managing the operation of its online business in China.

Accenture provides technology support, back office services, customer services, and integration with microsites ... social media networks... payment services, and logistics with the most important carriers within China.

When we looked at doing the job by ourselves, the estimates were that it would take us 12-14 months to get off the ground. Working with Accenture meant that we were able to get it done by almost half of it to be ready within 5-6 months, which was great, by the way.

Our experience in marketing operations and eShop management has allowed Lacoste to focus on what it does best: to build and expand its global brand in China.

Brands are keeping the full control and operate the front end consumer-facing services such as merchandising and customer service...

We take care of the integration of web sites, mobile, kiosks and other interactive displays at the point of purchase.

And combine this with back-end services including CRM and marketing, supply chain management, finance and administration...

all along with operational enablers like analytics, warehousing, courier systems, payment processes and so on to provide a fully integrated solution.

The solution is flexible and easy to scale and it is fully multi-channel enabled, meaning you can launch not only your own eShops but you can also launch brand eShops in the major marketplaces in China.

And we do this across China and around the world 24 hours a day, seven days a week... because commerce never sleeps.