Tom Dixon.
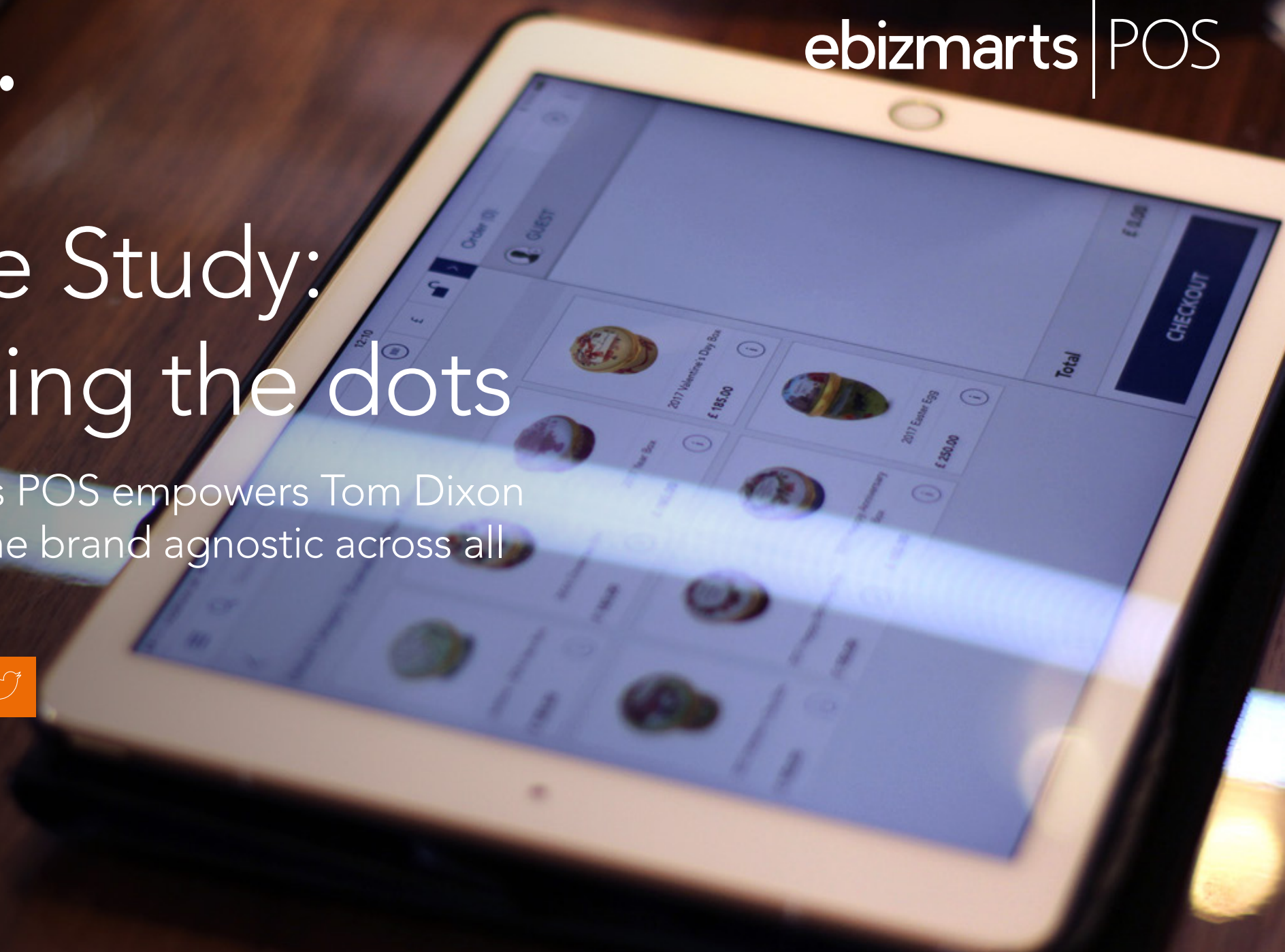
Case Study: Joining the dots

ebizmarts POS empowers Tom Dixon to become brand agnostic across all channels

Tom Dixon.

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🔍 Summary

Previously to ebizmarts POS, Tom Dixon were using multiple tools and software packages to manage their online and offline business processes. Their ambition was to consolidate and streamline these systems while boosting customer experience by becoming brand agnostic across their online and physical points of sale. ebizmarts POS offered a way to realise this new retail philosophy by streamlining Tom Dixon's global touchpoints into one channel.

❓ About Limesharp

Founded by British designer Tom Dixon in 2002 when he left corporate life to create his own eponymous brand, Tom Dixon develop and sell extraordinary objects and spaces. 15 years on, the Tom Dixon brand is a widely celebrated global force in interior design with creative hubs in New York, Hong Kong, London, Los Angeles and Tokyo. With 600+ products from lighting and furniture to fragrance and accessories, Tom Dixon is noted for its sculptural quality and engineered materiality.

Joining the dots

Tom Dixon wanted a technical solution that completed their end-to-end customer journey and enabled them to consolidate their retail channels into one, consistent brand experience.

The challenge: building brand agnosticism

The ambition sounded simple enough: to offer customers one retail experience when buying Tom Dixon fixtures, fittings and furnishings.

Tom Dixon maintain a multi-channel presence, so this meant consolidating various online and offline business units into one brand touchpoint. But as Mark Purdy, One Channel Retail Director at Tom Dixon explains, achieving one customer retail experience didn't just require a system change, but a mentality change.

"As a business, we've been working towards treating all our customer touchpoints as one retail proposition, which means the Tom Dixon brand becoming completely agnostic whether our customer is purchasing online, instore, in a concession or through wholesale."

Mark and the team wanted to move away from a multichannel and omnichannel mentality towards a single retail proposition that would become a device and location agnostic customer experience.

The technical challenge lay in finding POS functionality that could consolidate and join-up Tom Dixon's existing instore data, ePOS, website data, ERP, payments and quoting systems.

Tom DIXON.

"A new internal philosophy drove the need to look for a solution that enabled our customer experience vision."

Mark Purdy, One Channel Retail Director, Tom Dixon

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Functionality was required which could offer:

- Complete the customer journey from account creation to purchase across all channels
- Drive customer loyalty through global product and order visibility
- Enable the customer lifecycle and implement functionality that allows product shortlists, cross-channel searching and multiple payment methods
- Enhance Tom Dixon's NEW eCommerce store (run through Magento 2) with smart product creation, shipping options and returns
- Serve small trade customers who purchase goods on behalf of other customers and receive bespoke discounts

They wanted to offer customers the bigger picture, while making it an easy set-up and access, eliminating the time it takes to manage two or more systems.

The Solution

The Tom Dixon team had already heard of ebizmarts as well-known select technology Magento partners.

While looking into what features they would require running POS off the back of their new Magento website, ebizmarts constantly won the potential partner race.

They decided on ebizmarts POS for its easy Magento webstore integration and focus on development and implementation as changes

were needed to the Tom Dixon UK, US and European webstores that all required localised functionality and features.

"The team at Ebizmarts were very responsive and understanding of our needs" Mark Purdy explains, *"so much so that when we launched in LA a member of their UK team video called us while we were doing the install and provided on-call training and support for the first few weeks."*

The Result

ebizmarts POS holistic approach to retail means that Tom Dixon customers round the globe can walk into any store and staff can find their global order history, see worldwide product availability and serve customers with greater knowledge and conviction than before.

With ebizmarts, Tom Dixon can now provide quotes and wish lists for customers not yet at the purchase phase through real-time data capture and lead generation. Globally, customer data points now join-up.

The team have equally benefitted from the number of features and functionality the core ebizmarts POS product offers out-of-the-box and also in development.

"You can see it is only going to get better alongside the Magento 2 platform," concludes Mark, *"and quite frankly there isn't another POS option that compares."*

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