

SUSSAN GROUP

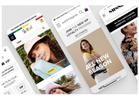
The eCommerce experience, tailored to fit each customer's needs

An iconic fashion retailer and promoter of women

Iconic Australian fashion retailer, Sussan Group, has come a long way since 1939. The group now operates nearly 200 stores and has a global online presence with its 3 brands, Sussan, Sportsgirl, and Suzanne Grae. Sussan Group provides quality clothing in which women can look and feel great, and is a constant promoter of women throughout the business.

sussan
sportsgirl
suzannegrae









CHALLENGES

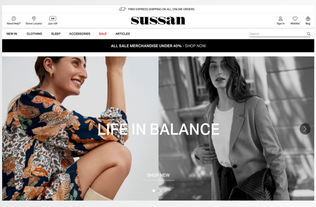
Distinct eCommerce experiences for unique brands

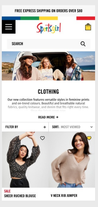
01

Sussan Group needed distinct eCommerce experiences to appeal to their 3 unique brand audiences. However, a unified back-end was crucial to gain consistency and improve operational management across the group.

02

Sussan Group assessed 26 technology and eCommerce implementation partners over 2 years before deciding on a tailored Magento solution, delivered by eWave.





STRATEGY

Creating loyalty, results, and memorable experiences.

Each brand developed individual customisations and processes under the group's previous technology solution. As a result, operations were slowing while overheads were accumulating.

Sussan Group required a streamlined, scalable solution. Front-end flexibility to support individual brands with a simplified back-end for operational consistency was vital.

Sussan Group envisioned a next-generation eCommerce platform to improve loyalty, boost commerce results, and create memorable online experiences.

EXECUTION

Innovation driving memorable experiences

Global commerce innovator eWave immediately took a proactive approach to uncover the right solution for Sussan Group. The eWave team held business requirements workshops with each brand to gain a deep understanding of pain points and outcomes needed.

01

Service design workshops were then run to map out customer journeys carefully. The team built forward-thinking strategies to evolve the experience. Other critical aspects included thorough technology assessment, platform evaluation and final recommendations.

02

eWave recommended Adobe Magento as the commerce platform for future growth. The team also integrated:

- Emarsys marketing automation
- Shippit multi-carrier shipping software
- SLI search and merchandising enhancements
- Microsoft Dynamics ERP system
- Dell Boomi middleware

03

Sussan Group brands now leverage seamless 2-step customer checkouts, rich content and commerce experiences, and guided FAQs. Shoppers also enjoy smart search functionality and personalised product recommendations.

04

Additionally, eWave built a self-service space for Sussan VIP loyalty program customers to manage memberships, claim points, and access rewards vouchers.

Since implementation, Sussan Group has seen significant operational improvements with the platform for continued scalability. Loyalty and return rates have increased, along with basket size and overall commerce results. More importantly, shopping journeys are now tailored to each brand's customers, creating more memorable online experiences for all.

SERVICES

Exceptional customer experiences

Strategy ST

- Consulting
- Customer Research
- Competitor & Market Research
- Technology Selection
- Ecosystem Design

Experience EX

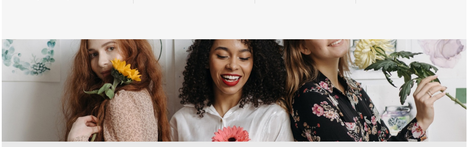
- Service Design
- Customer Journey
- UX Design
- UI Design

Delivery DE

- Commerce
- Middleware
- System Integration

Growth GR

- 24/7 Care
- Maturity Model
- Experience Optimization



Unlock faster online growth for your brand
Schedule a 30 min discovery session.

BOOK A SESSION

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