



PGA TOUR
SUPERSTORE

Hitting a Digital Hole-in-One

Capgemini Brings the PGA TOUR Superstore Experience From the Course to the Computer

Capgemini

Since its inception in 2003, the PGA TOUR Superstore has provided golfers with a truly customer-centric experience. Stores are known for their incredibly knowledgeable staff of golf academy graduates and certified PGA pros, extensive product selection, and the industry's finest customer service.

Shoppers are known to spend hours in stores perusing the massive selection of clubs, balls, shoes, and apparel. The differentiator, though, is the brand's commitment to growing the game and helping players to improve. From in-depth swing track analysis and custom club fitting to tech-infused indoor driving ranges, the PGA TOUR Superstore experience is unlike any other in the sporting goods industry.

CHALLENGE

Unfortunately, the digital PGA TOUR Superstore experience did not live up to its impressive brick-and-mortar counterpart. The golf equipment retailer had originally built a commerce site on a customized legacy platform, but limited functionality, stability issues and a completely isolated mobile site meant that customers received an experience that missed the cut

Buying a new set of clubs is a momentous occasion for any golfer, and the custom fitting process at PGA TOUR Superstores is second to none. Sadly, golfers that lived far away from a store had no way to customize their clubs online. Shoppers would either have to travel great distances to a PGA TOUR Superstore or shop at a different retailer; neither being an ideal situation. Also, if their perfect clubs were not available after an in-store fitting, the store would have to order the clubs. Unable to then ship from the store, customers would need to return to the store days or weeks later to pick up their clubs.

The exponential growth of mobile commerce solutions has made shopping from a phone much easier, but PGA TOUR Superstore had no way to offer a mobile-optimized experience on its legacy platform. The mobile site was isolated and non-responsive, driving a wedge between the brand and mobile-savvy shoppers.

The platform itself created further stability issues, and frequently crashed under heavy traffic during large sales and peak shopping times. With shoppers unable to access the site, PGA TOUR Superstore was losing out on valuable revenue and exposing shoppers to a negative brand experience.

Beyond this, their legacy platform was nearing the end of its life. The version of the platform used by PGA TOUR Superstore was about to be shut down entirely, requiring current users to migrate to a new commerce platform. Faced with these mounting issues and wanting to bring its rudimentary digital shop in line with its superb in-store experience, the PGA TOUR Superstore's exclusive retail partner needed the right partner to create an engaging, innovative digital solution.

CAPGEMINI SERVICES



Experience Design



Commerce Implementations



Commerce Realized



Digital Marketing

Commerce Platform



Salesforce
Commerce Cloud

Not only would the PGA TOUR Superstore site remain stable under heavy traffic, but the retailer also had a fully optimized mobile site to immerse the increasing number of golfers who shop from their phones.

SOLUTION

With a clear vision for a premier digital experience, PGA TOUR Superstore engaged Capgemini to build the new site and create a host of custom integrations on the scalable, robust and responsive Salesforce Commerce Cloud.

First, Capgemini design experts engaged with an external creative agency to design high-conversion page wireframes and a number of custom functions that brought the brand's digital experience up to par. Every golfer needs the perfect set of custom-fitted clubs, so these experts built an online tool to enable shoppers to customize their clubs' handedness, loft, shafts, and flex online.

After receiving the new mobile-first designs from the creative teams, the Capgemini Commerce Implementations team then implemented the fully mobile-optimized site on Salesforce Commerce Cloud. Now, not only would the PGA TOUR Superstore site remain stable under heavy traffic, but the retailer also had a fully optimized mobile site to immerse the increasing number of golfers who shop from their phones.

Teed up with the stability and flexibility that the brand needed, PGA TOUR Superstore turned to Capgemini to integrate a number of systems with the commerce platform to create a sophisticated, seamless experience between its stores and digital properties.

Club fitting is such a large part of the PGA TOUR Superstore experience, so Capgemini built two solutions that bring this to life online. The first, Custom Quotes, enables customers to buy their bespoke clubs online after an in-store fitting. Clubs are delivered right to the customer's door, saving them valuable time and freeing up inventory space in stores. Second, Capgemini developed a Custom Club tool that lets shoppers who know what they need forego the in-store experience and digitally customize, quote, and purchase their custom clubs.

Further integrations with the powerful Kibo OMS and Border Free ensure that PGA TOUR Superstore can serve international golfers without the need for additional sites. Capgemini Digital Marketing experts were also engaged during the launch to optimize the site for organic search, set up Google Analytics and Tag Manager for in-depth visitor behavior analysis.

Key Integrations

- Player's Club Loyalty Program
- Custom Quote POS
- Club Customization Engine
- Salesforce Customer Service Center
- Salesforce Einstein AI
- Cybersource
- Kibo OMS
- Border Free Cross-Border Fulfillment
- Sovos Taxware
- Google Product Feed
- Google Analytics
- Google Tag Manager
- Bronto ESP
- PayPal
- PowerReviews
- Experian QAS Address

“Capgemini took the time to truly understand our business and unique shopping experience. Now, our site connects customers more closely to their favorite brands, products, and game.”

Kelly Burdette

Director of eCommerce,
PGA TOUR Superstore



OUTCOME

The new PGA TOUR Superstore digital experience has been a huge success. The leading golf equipment retailer now has a unified retail strategy, where in-store, desktop, and mobile channels are all accessing the same customer data and can all facilitate the high-touch service that customers love about the brand.

Moving to this more engaging, seamless approach has driven incredible results in 2018. The brand's eCommerce business is up 40 to 50% in 2018, and brick-and-mortar sales are up a robust 25 to 30% as well. This shows that shoppers are able to easily utilize these new digital commerce channels to not just shop, but also inform their purchases that later convert in-store.

Just as the PGA TOUR Superstore in-store experience continually evolves to offer the latest and greatest in golf equipment, the brand continues to work with Capgemini on optimizing its digital experience as well. The Digital Marketing team is working to move the brand towards SEO maturity, and further unified commerce initiatives such as Ship-to-Store are also in the works.

RESULTS

Year-Over-Year Growth

Online Revenue

42%

Online Conversion Rate

27%

Mobile Traffic

11%

Bounce Rate Improvement

17%

Organic Search Revenue

40%

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about \$15.6 billion USD at 2018 average rate).

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