

360 Duty-Free & Fashion boutiques

Present in 23 countries

Website speed improved by 30% using Quanta

CHALLENGES

- Meet the demands of airports, brands, and consumers with regards to their digital experience.
- Get to the root of performance issues.
- Deal with issues in the optimum order.

SOLUTION

- Quanta identified performance issues and prioritized the order in which these issues needed to be resolved.
- Quanta simulated load tests based on customized conditions in terms of the number of users, their browsing device and based on 3G or 4G mobile connection.
- Quanta continues to send weekly reports on the performance of website.

BENEFITS

- Complete visibility on web performance.
- Can easily identify performance issue causes.
- Web optimization roadmap to prioritize tasks.

Lagardere Travel Retail Provides Frictionless Omnichannel Shopping Experience with Quanta

Duty free shopping leader uses Quanta's web performance solution to delight shoppers on all online and offline touchpoints.

With over 360 Duty-Free & Fashion boutiques in 23 countries, Lagardere Travel Retail is an international leader in Travel Retail for Duty-Free and Fashion. The company's goal is to reinvent the Duty-Free shopping experience for passengers around the world.

Staying Relevant in the Digital Consumer Age of Retail

Lagardere Travel Retail's digital strategy is the pinnacle of its success. In order to win calls for tender to set up in airports, the company must be digital in order to prove to the airport that it can offer new experiences to consumers. In effect, the retail industry has entered a new era – the Digital Consumer Age of Retail. Consumers' proficient use of digital channels has revolutionized the retail industry, and technology has changed the way people shop today. To stay relevant, retailers must provide top-of-the-range technology and systems to meet consumers' shopping expectations, on all online and offline touchpoints.

"To sell in airports we have to meet several specifications, which apply to both the physical store and the digital services offered. We need to create e-commerce websites that reflect our stores; the goal is to propose a global offer and support increasingly popular omnichannel shopping initiatives such as click and collect and Wechat," explains Jerry Legendre, Digital IT Project Manager at Lagardere Travel Retail.

The company is acutely aware that the operating models of online and offline shopping are completely different, especially with regards to conversion.

"In the physical stores, we are lucky to have a captive audience who has chosen to enter, as well as fewer competitors within the airport. In the digital world, it's a different approach, we have to get the consumer to come to us. Once on our site, it's the same objective for e-retailers, we have to convert them in a limited time. For this reason, website performance is critical to our digital strategy's success. Any lag in page loading translates to friction in the online customer journey that is likely to lead to bounce," says Jerry Legendre.

Getting to the Root of Performance Issues, No Finger Pointing

As part of an offer with a new web hosting company, Lagardere Travel Retail had

“Since we started using Quanta, our teams improved website speed by 30% by collaborating efficiently. We have gotten to the root of our web performance issues and can now be sure to continue to offer an exceptional digital experience, aligned with our global omnichannel strategy.”

Jerry Legendre — Digital IT Project Manager at Lagardere Travel Retail

access to the basic level of the Quanta web performance solution. Impressed and convinced with the first results, the company quickly upgraded to the full solution.

“We had previously used web analytics tools that gave us instant performance insights for a single page. We were aware that we had performance issues, but we were incapable of identifying the source,” said Jerry Legendre. “Quanta identifies our performance issues and prioritizes the order in which these issues need to be resolved, giving us an optimization roadmap for our websites. We can then speak to the department responsible to swiftly resolve the issue(s) before any finger-pointing.”

Quanta also simulates load tests for Lagardere Travel Retail based on customized conditions in terms of the number of users, their browsing device and even if their mobile connection is 3G or 4G. This means that Lagardere Travel Retail can be assured a frictionless online experience, irrelevant of the platform.

Furthermore, the company can objectively ensure that it meets the requirements with regards to page loading imposed by certain brands on third parties who sell their products.

Ensuring a Frictionless Customer Experience is Key to Business Success

The digital teams at Lagardere Travel Retail receive weekly reports on the performance of their website, and advice on areas to optimize. In the event of a problem, the company is proactively notified and informed of the causes of the issues.

“Since we started using Quanta, our teams improved website speed by 30% by collaborating efficiently,” said Jerry Legendre. “We have gotten to the root of our web performance issues and can now be sure to continue to offer an exceptional digital experience, aligned with our global omnichannel strategy.”

