Quanta

BURTON
of London

Ready-to-wear brand founded in 1900 in Chesterfield, England

Almost 120 years of experience in the world of fashion

131 shops in France

CHALLENGE

- Give teams the opportunity to easily regain control of the e-commerce site.
- Improve the user experience.
- Perform quality control on new features regularly added to the site to ensure they are operational, without changing the site's technical performance.

SOLUTION

- The Quanta platform provides a 360-degree view of the technical optimizations with the largest potential revenue gain.
- Quanta offers load testing to ensure that the website can handle peak traffic.
- All teams (IT and marketing) work together for the long term to maintain and improve the site's performance.

BENEFITS

- Faulty areas of the site were quickly identified and corrective actions were taken.
- The site is now stable all year long, including during peak visiting times such as during big sales and Black Friday, etc.
- Improved user experience, SEO and sales revenue.

Burton of London improves customer experience on its website thanks to Quanta

The ready-to-wear brand originally outsourced the launch and management of its e-commerce website, but wanted to regain control of it. It now relies on Quanta to help better control it and to master any technical aspects.

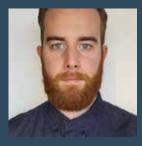## Burton of London has the know how and a great sense of fashion

Burton is a ready-to-wear clothing brand founded in 1900 by Montague Burton in Chesterfield, England. His dream was to dress all Englishmen in suits, which were very expensive at the time. In 1934, he expanded his business to cater to women, and in 1945 he crossed the Channel to establish his business in France. Today, the brand is part of the Omnium Group (along with Devred and Bouchara) and continues to grow through its know-how and its sense of fashion.

Regaining control simply and efficiently

Burton launched its e-commerce site in 2013 in a full digital transformation to meet several needs that had grown over time. Initially, the site's design and development was outsourced, but after a few years, the Burton of London teams wanted to become more actively involved in this sales channel.

Taking over management its e-commerce site was a real challenge, in terms of understanding all the specifics such as the site's stability and speed. This is one of the reasons why they choose Quanta to help them.

«We wanted to regain control of the e-commerce site and also master the technical aspects. We therefore equipped ourselves with the Quanta tool to improve this technical recovery. With this solution, we were able to learn about our sales funnel's strengths and weaknesses, especially with regard to response times, which was one of our weak points." - Vincent Hacquard - Director of E-commerce & Digital Technology at Burton of London.

« *Before installing the tool, the site could not handle peak traffic during a sales launch. Installing Quanta helped us to identify the site's flaws and to correct them.*»

Vincent Hacquard - *Director of E-commerce & Digital Technology at Burton of London*

Once the training was successfully completed, Quanta helped Burton of London's teams perform load tests. The company was able to make its site more robust and more operational, so that it can handle an increased load during major e-commerce events such as big sales or Black Friday.

«Our site is constantly evolving. A few weeks before the start of the sales, we test and re-test its load management to make sure that any new features are operational without any technical flaws." - Vincent Hacquard.

Burton used all the full range of Quanta's features and resources, which also enabled them to optimize SEO by improving the loading speed and improving the user experience.
«As part of our project roadmap, we now have the hindsight and the ability to prioritize and determine which projects to implement based on expected impacts on web performance." In other words, the brand was able to gain efficiency by being better informed about the priority of projects to be carried out on the site. This vision enabled them to immediately tackle any incidents and to plan the most profitable optimizations within their web performance strategy.

Better vision for better management

In terms of first priorities, the Burton of London teams were able to identify problem areas on the site that were jeopardizing the business in order to rectify them very quickly. Now they are able to test the impact of their changes on web performance, gain efficiency, and have a better understanding of which technical projects to implement in order to improve the user experience.

Thanks to Quanta, Burton was able to determine that the shopping cart page was one of the site's slowest pages, which was significantly hindering conversion. Burton was able to quickly rectify the problem with the page in the following days.

«Before installing the tool, the site could not handle peak traffic during a sales launch. The site would become inaccessible without anyone knowing why. Installing Quanta helped us to identify the site's flaws and to correct them. - Vincent Hacquard - Director of E-commerce & Digital Technology at Burton of London

All the changes resulting from the Quanta solution have improved customer experience and, as a result, increased Burton's conversion and sales revenue.