

Product catalog of over  
10,000 products

More than 80,000 satisfied  
customers

Available in  
50 countries

## CHALLENGES

- Guarantee handling of peak traffic to protect revenue during sales periods
- Ensure a world-class shopping experience and create the conditions for business growth
- Enable swift resolution of website performance issues

## SOLUTION

- The Quanta platform monitors the website and proactively reports on issues
- Quanta's Web Performance Gurus on call for ongoing performance optimization advice

## BENEFITS

- Complete visibility on web performance with reliable resolution processes
- Team is proactively alerted on performance issues and root causes
- Improved conversion rates and customer experience

# L'Exception Ensures a First-Class Online Experience and Sales Success with Quanta

**Luxury fashion retailer L'Exception counts on Quanta to ensure peak performance and underpin revenue growth at sales time.**

## A Fresh Vision of Fashion Retailing

L'Exception is a leading independent retailer of creative and luxury fashion. The company carefully curates the best products and endeavors to offer quality and creativity at affordable prices. From renowned luxury brands to up-and-coming designers, L'Exception aims to constantly surprise and delight its customers.

In the world of L'Exception, the customer experience is everything. It wants shoppers to discover and explore its designers and collections, and to engage with their rich and exciting worlds. The virtual experience must be as immersive and memorable as the physical alternative.

## Web performance: The Key to Revenue Growth

Making a success of retail sales periods and promotions is essential for L'Exception's revenue growth. It is also a condition to its sustained growth as an ecommerce player.

Prior to calling on Quanta, L'Exception was experiencing server stability issues. The site was frequently unreachable and nobody could clearly identify the causes. Handling peak traffic was a particular problem during busy sales and promotional periods. Degraded site performance and page loading speeds were hindering conversion rates – not to mention damaging its e-reputation and brand experience. Simply put, the longer it took for pages to load, the more customers were dropping out.

L'Exception needed to take action. Fast.

"We use Quanta daily to monitor our site performance and swiftly resolve eventual issues. When preparing for sales periods the platform is essential to guarantee a stable and smooth site performance under the pressure of increased traffic. This guarantee means we are free to focus on other strategies for improving the business," says Regis Pennel, Founder at L'Exception.

Quanta started by measuring the frequency of L'Exception's service interruptions and then pinpointing their causes.

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**Regis Pennel** - Founder at L'Exception.

Once the origins of technical issues had been identified, Quanta's web performance gurus advised L'Exception on the optimal way to resolve them. Quanta's platform also identified latent issues, ensuring they were addressed before they could impact performance further down the line.

## Ensuring Optimal Customer Experience and Conversion Performance at Sales Times

Quanta gives L'Exception a continuous and comprehensive overview of the performance of each page and conversion funnel. The team is able to zoom in on and optimize performance page by page.

In the run-up to sales periods, L'Exception relies on the Quanta platform to guarantee a stable online experience under the stress of increased site traffic. L'Exception analyzes each page and conversion path to ensure they are optimized for sales success.

The company's e-commerce platform uses several third-party technologies to enhance the user experience. Quanta ensures these add-ons do not hamper speed or increase page weight.

In ecommerce, images are key to driving clicks and conversions. In luxury retail, the bar for image quality is set even higher. However, larger and higher resolution images weigh heavier on load times. With Quanta, L'Exception is sure of serving the best quality images without negatively impacting page performance.

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## Peace of Mind and Successful Sales

Quanta is L'Exception's sole tool for monitoring and improving site performance. The platform is essential for ensuring the best possible online experience and improving SEO. L'Exception has complete visibility and control of every aspect of its website, from a bird's-eye view to the most granular level of detail. Quanta's support team of Performance Gurus are always on call to assist and advise L'Exception when needed.

With confidence that the site will provide a reliable and optimal online experience at all times, the company can now concentrate on growing the business.

