

Press release

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Keyrus Digital helps Home Shopping Service create the new M6 Boutique website

Home Shopping Service has given the Keyrus Group's digital Agency the task of helping with the overhaul of its m6boutique.com website, intended to attract a new target group of more connected customers, whilst at the same time gaining the loyalty of its existing client base.

Levallois-Perret, 30 October 2017 – **Keyrus**, an international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, announces that it has been assisting **Home Shopping Service**, part of the distance-selling business of the **M6 Group**, with the overhaul of its m6boutique.com site.

Offering a new online purchasing experience

M6 Boutique is one of the main players in multichannel distribution in France, through its unique model (television, digital, catalog, and physical stores). Today, television is no longer the sole point of contact with customers. Customers' behavior is changing: the proportion of web-based purchases is increasing by 10 points every year, and its customers are consulting their smartphones and tablets more and more when they watch the program. To support these changing practices and accelerate its sales growth, the company decided to overhaul its e-commerce site.

"We wanted to offer our customers a purchasing experience to rival the personalized relationship they have been enjoying through our contact center for years now", comments **Isabelle Fournier**, Deputy Managing Director of **Home Shopping Service**. *"The aim was also to win over a new target group of more connected customers, with an inspiring and more content-rich site".*

Home Shopping Service therefore made a call for tenders in order to select the partner who would assist it with this project, and it had discussions with some ten companies that were very diverse in nature, as much in terms of their size as their positioning. **Keyrus** won the contract by mobilizing its expertise in Endeca, the e-commerce tool used by the site, but also by getting heavily involved in the creative aspects, with an appealing graphics proposal incorporating the Group's new brand image. The **Keyrus** teams also met the requirements of the IS Department,

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which wanted to retain control over the project and work in a collaborative manner with the other Departments.

The methodology proposed by **Keyrus** incorporated a preliminary phase applying Design Thinking methodology to study customer behavior. Once the personas had been defined so as to place the customer at the center of the strategic thought process, new customer journeys were suggested and tested on redesigned mock-ups incorporating a modern graphics palette.

Specific commercial features to be integrated into the purchasing journey

Alongside this graphics overhaul phase, the **Keyrus** experts got to grips with taking on board the management rules. The cross-selling and up-selling aspects, whilst being highly effective in the call center, proved complicated to incorporate as part of an e-commerce site. **Keyrus** made several proposals for inserting these concepts into the site's ergonomics directly within the product information sheets. The project also planned to integrate personalized navigation, depending on whether or not the customer was a member of the "Loyalty Club".

The team in charge of the project also chose to completely revisit the catalog's structure to enhance SEO. *"Keyrus was the only service provider to bring this SEO-focused approach to the project, notably by providing for a switch-over plan so as to avoid starting from scratch when the new site was launched"*, explains **Olivier Savaète**, Director of Digital Sales at **Home Shopping Service**. *"Their action plan also included ensuring that we would come up in long-tail-type searches, which represents a significant additional gain in terms of traffic"*.

A more interactive and content-rich e-commerce site

The functionalities and ergonomics of the new site break with online selling conventions. The showcasing of the product offering now makes it possible to display a list of products that is personalized according to the customer's wishes. *"Keyrus proposed ergonomics to us that were original and far removed from the classic pattern of product searching by category. With our "wish engine", we ask the visitor about their desires and suggest to them offers that they would perhaps not have thought of in a classic search mode"*, specifies **Olivier Savaète**.

The site also includes much more content incorporated into the product tree, so as to offer an experience closer in nature to that of a webzine and optimize the site's natural referencing. The visitor is provided with both information and entertainment, and so they spend more time navigating on the site. Another important feature of the project is that the site has been created entirely in responsive design, so as to offer a homogenous experience throughout the navigation and purchasing journey, regardless of the terminal used.

Dual skills – creative and technical – in support of an Agile method

For this large-scale project, **Keyrus** mobilized teams possessing complementary expertise in technical and creative aspects. *"The working relationship has been much simpler than it would have been, had we used two companies, a web agency and a technical integrator. Moreover, Keyrus fully mastered and applied the Agile project management methodology, which made it possible to optimize the entire organization, both in terms of time frames and resources"*, adds **Olivier de Montalembert**, IS Director of **Home Shopping Service**.

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"This ambitious project was an opportunity for **Keyrus** to demonstrate the complementary nature of our know-how and ability to innovate, effective as much from a technical perspective as a creative one", comments **Yannick Gonnet**, Digital Consulting Director at **Keyrus**. "This new **M6 Boutique** site follows the multichannel strategy promoted by the **M6 Group** and fulfills all its promises, namely to offer a modern user experience and make it possible both to gain the loyalty of its existing clientele, and conquer a new target group of more connected customers".

ABOUT KEYRUS

Keyrus, creator of value in the era of Data and Digital

An international player in consulting and technologies and a specialist in Data and Digital, **Keyrus** is dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitate and accelerate their transformation, and generate new drivers of growth and competitiveness.

Placing innovation at the heart of its strategy, **Keyrus** is developing a value proposition that is unique in the market and centred around an innovative offering founded upon a combination of three major and convergent areas of expertise:

- **Data Intelligence**

Data Science - Big Data & Cloud Analytics – Business Intelligence – EIM – CPM/EPM

- **Digital Experience**

Innovation & Digital Strategy – Digital Marketing - DMP & CRM – Digital Commerce – Digital Performance – User Experience

- **Management & Transformation Consulting**

Strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in some fifteen countries on four continents, the **Keyrus** Group has 2,800 employees.

Keyrus is quoted in compartment C of the Eurolist of Euronext Paris (Compartment C/Small caps – ISIN Code: FR0004029411 – Reuters: KEYR.PA – Bloomberg: KEY:FP)

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