



**Enhancing Consumer Experience
requires, a faster ~~platform~~ organization:**

The North Face example





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Why We Replatform ?

- More Sales
- More Conversion
- More Features in the tools
- More Cost efficiency across the organization





BUT.....

Isn't it about the experience ?

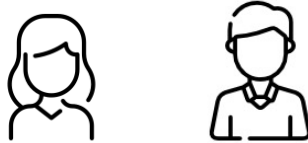
What is an amazing experience ?

- Know the consumers
- Know what are their needs
- Serve them the right solution at the right time



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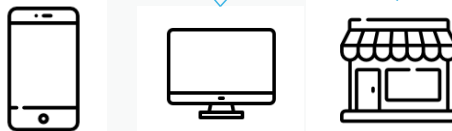
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How do we build an amazing experience?

Tools, Processes, People

The Tools

- Headless commerce
- Composable architecture
- Best of breed technological stack
- Focus on speed and cross-brand harmonization



The Tools

- Some speed impact

KPI	Old	New	Change
Homepage load time	2.1 s	2.3 s	No change
PLP load time	1.3 s	364 ms	3.56 X faster
PDP load time	1.59 s	784 ms	2 X faster
Color switch on PDP	370 ms	353 ms	No change
Add to Cart	710 ms	870 ms	No change
Checkout	2.96 s	812 ms	3.6 X faster
Shipping selector	806 ms	347 ms	2.3 X faster
Continue billing	4.07 s	1.74 s	2.3 X faster



The Processes

- Mapping all existing processes
 - Prices update, Inventory update, Order Management, Content update
- Review the goal for each process
- Cut all unnecessary processes
- Cut all unnecessary processes steps
- Automate all existing processes where possible
- Inject unnecessary processes that will be then...cut



The People

- Mapping all roles and responsibilities
- Mapping all team and “owners” involved
- Break the old borders
- Draw the new borders based on
End to End consumers not on internal “owners”





Thank You

