

KitchenAid

***Composable Commerce:
cost-effective Digital
Shopping Enhancement***

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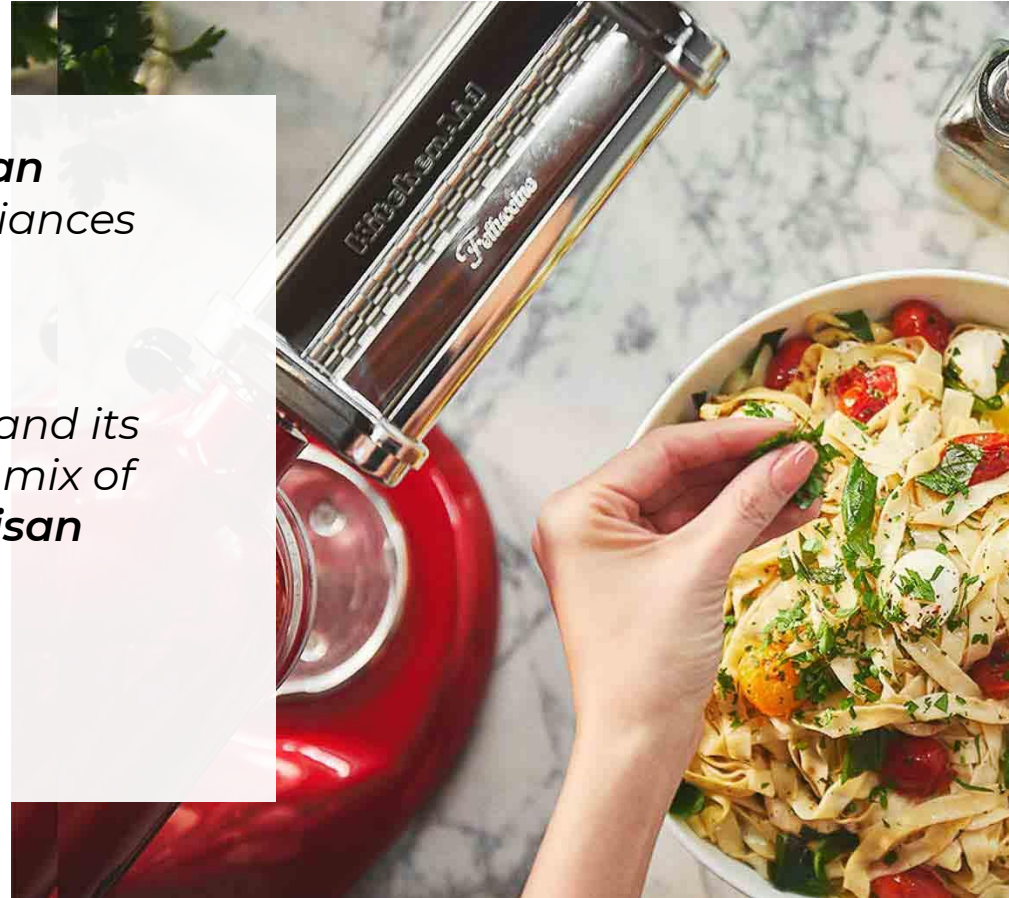


About the Brand

Founded in 1919, KitchenAid is **an American brand** of home appliances (large & small appliances and kitchenware).

For over a century, KitchenAid and its products represent the perfect mix of **professional performance, artisan quality and iconic design.**

The Brand is part of **Whirlpool Corporation.**



The Brand Purpose

*Here for the making since 1919.
Food may feed to the body, but making
feeds the soul. And that feeds us.*

*It's why we make everything from cutlery,
to coffee makers, to cooktops.
A world of products with a single
purpose:
**to make sure you get the most out of
making.***

*So whether you cook, bake, brew, or
blend, anything you want to do in the
kitchen, you can do with KitchenAid.*

A vintage black and white advertisement for KitchenAid. At the top, the brand name "KitchenAid" is written in a large, bold, serif font, with "REG. U.S. PAT. & OFF." in smaller text underneath. Below the name is a photograph of a woman in a patterned dress operating a KitchenAid stand mixer. To the right of the photo, the text "SAVES time energy and material three times as fast" is written in a mix of bold sans-serif and cursive fonts. Below that, "INSURES better quality and greater food variety" is written in a similar mix. At the bottom, a short paragraph states: "KitchenAid is the Electric Preparer for the Home. It is considered indispensable today in 30,000 homes. It will prepare..."

KitchenAid
REG. U.S. PAT. & OFF.

SAVES *time
energy and material
three times as fast*

INSURES *better
quality and
greater food variety*

KitchenAid is the Electric Preparer for the Home. It is considered indispensable today in 30,000 homes. It will prepare...

The Brand foundation evolution

	From...	...to
INSIGHT	<i>Making is more than something I do, it's part of who I am</i>	<i>I want my time in the Kitchen to help me feel "alive"</i>
TENSION	<i>Filling our schedules, not fueling ourselves</i>	<i>Life should be lived hands on</i>
BRAND OPPORTUNITY	<i>Infusing joy into the making for almost a century</i>	<i>Taking the tedious work out of the kitchen for over 100 years</i>
CATEGORY REFRAME	<i>From buying a utility to investing in a passion</i>	<i>From do it for me to do it with me</i>
BRAND FIGHT	<i>We celebrate the merits of making</i>	<i>We fight for extraordinary Kitchen experiences</i>
BRAND PURPOSE	<i>To create possibility in the Kitchen</i>	<i>To help the world make more of the Kitchen</i>

The Brand Mission

*Elevate every consumer
experience and create an
inclusive relationship*

FIND



ENTICE



DELIGHT



*KitchenAid is one of the most engaged Brand among the Corporation when it comes to **Digital Transformation** and **eCommerce User Experience***

Specific Brand needs (EMEA)

**CONSUMER
CENTRICITY**

**BRAND
PROMISE**

**SEAMLESS
JOURNEYS**

BEST-IN-CLASS END-TO-END CUSTOMER EXPERIENCE

Through:

Exclusive User

Country-based Localized Experience

Enhanced Multilingual Storytelling

Specific business needs (EMEA)

TEAMS
PRODUCTIVITY
IMPROVEMENT

TIME-TO-MARKET
IMPROVEMENT

PLATFORM
SCALABILITY
IMPROVEMENT

FLEXIBILITY &
EXTENSIBILITY
IMPROVEMENT

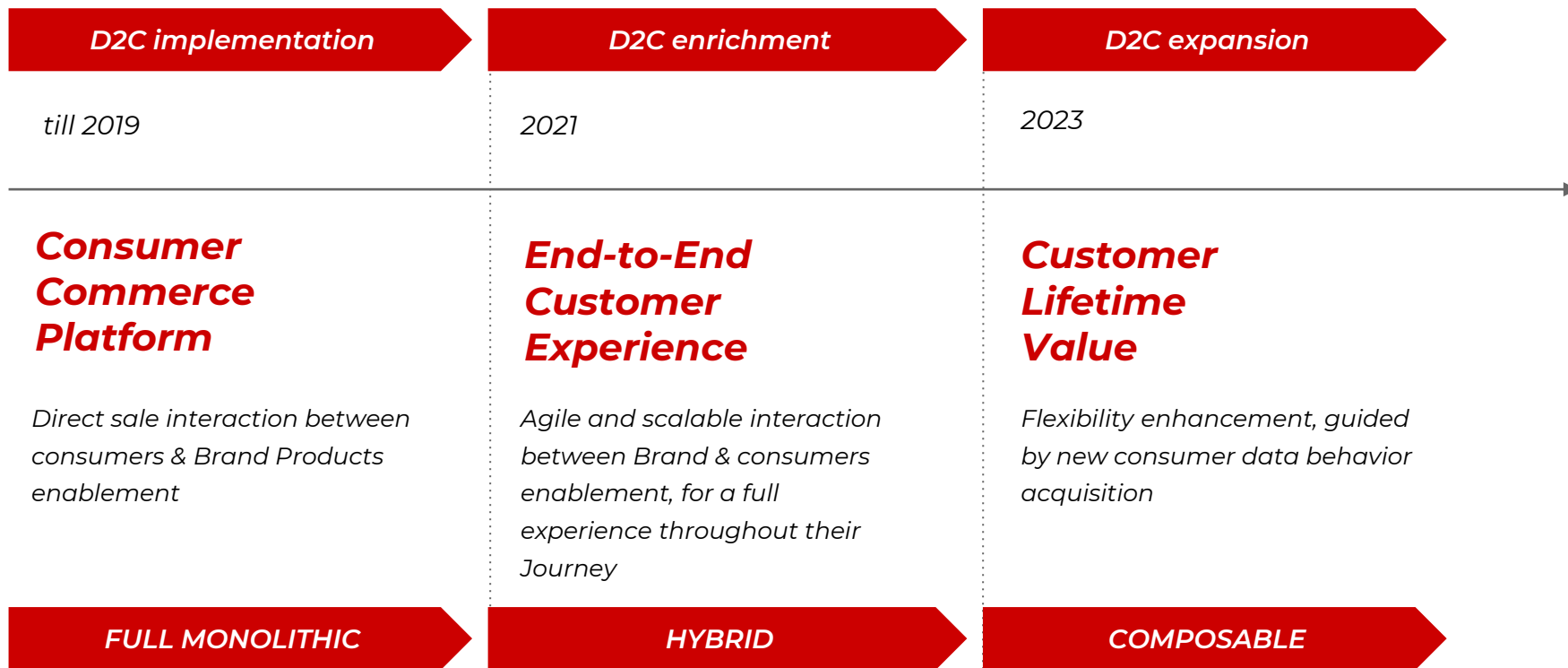
TCO
LOWERING

*Need to rely on “no-waste” logic architecture,
concepted and designed through a*

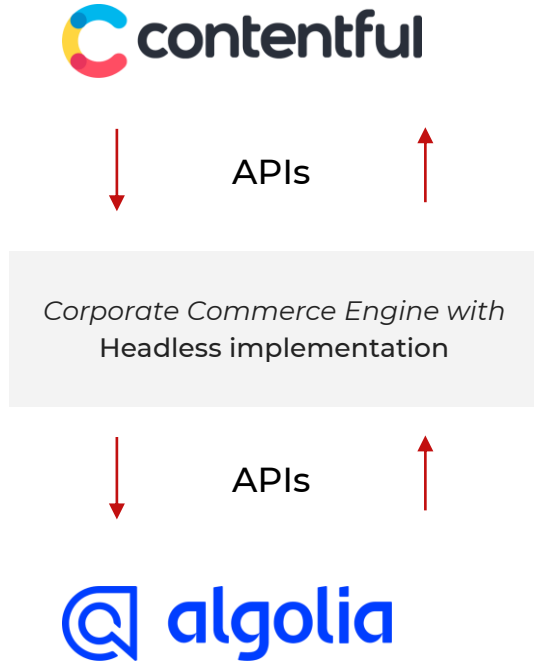
***BEST-OF-BREED DIGITAL EXPERIENCE COMPOSITION
APPROACH***

*Due to the unique Brand needs
KitchenAid experienced **a unique
Journey** among the corporation
brands **towards a modular
architecture in EMEA***

The Brand journey towards a Composable Architecture



Integrations for the digital experience composition examples



- *Autonomy and flexibility in content creation*
- *Content and product enrichment management*
- *Product Data connection from commerce platform*
- *Fast and reliable content localization*

- *Search results improvement exposing products, categories and different content indexes*
- *Content integration for better merchandising*
- *Visual Editor for customized search results*

MACH technologies impacts

M

Multiple Microservices-based architecture

- *Faster iteration and more effortless scalability of small and independent microservices (Product, Content, Checkout etc)*
- *Limited consume of requested data boosting performances*

SPEED & AGILITY**A**

API-First Development Approach

- *For all platform functionalities: CMS, eCommerce, frontend layer, CRM, search engine, PIM, and OMS*
- *Punctual and faster innovations minimizing risks and costs*
- *Easier integration with other systems and third-party applications*

**FLEXIBILITY
& EXTENSIBILITY****C**

Cloud-Based Software

- *For meeting growing demands, peak periods, new markets*
- *Maintenance and setup costs reduction*

SCALABILITY**H**

Headless Architecture

- *Enabling a full User-centric & conversion oriented re-design*
- *Integration layer for store content management, including marketing content, site copies, additional product data.*
- *Landing & content pages managed directly in the CMS*

**CUSTOMISATION
& FREEDOM OF EXPERIMENT**

Achieved goals

USER EXPERIENCE

- *Brand & Product Value Usability enhancement*
- *Agile localization based on concrete customer needs*

USER INTERACTION

- *Empowered interaction with Brand contents*
- *Empowered website usability*

USER-CENTRIC & CRO-ORIENTED DESIGN

- *Highly customized Customer Experience*

ADVANCED USER DATA BEHAVIOUR

- *Extended user behavior data on all channels during checkout*

KEY STRATEGIC INTEGRATIONS

MACH architecture enablement of efficient management & discovering of a large volume of Brand contents:

- *Products pages*
- *Editorials (blog & articles)*
- *FAQs*
- *Landing pages*
- *Promotions*

Achieved goals

PERFORMANCES

- *SEO performances improvement*
- *User Experience improvement*
- *Brand Consistency*

SCALABILITY & EFFICIENCY

- *Extended UX with new services potential*
- *Streamlined Commerce operations*
- *Lower TCO*
- *Lower Time-to-Market*

CORE WEB VITALS IMPROVEMENTS

- *First Input Delay (FID): +33%*
- *Largest Contentful Paint (LCP): +47%*
- *Cumulative Layout Shift (CLS): +71%*

SEARCH RESULTS IMPROVEMENTS

- *Increased started Searches*
- *Search results click rate significant enhancement*
- *Specific searches for different content types implementation*

NEW FEATURES SUPPORTING LOCALIZATION

- *Core content management with a country-level flexibility for Front-End customization*
- *Enhanced Customer Data Behaviour guiding local activities (contents & promos)*
- *Custom integration with Translation Agency*

Achieved goals

EXTENSIBILITY

- *Opening up to previously non-existent possibilities: new markets, new channels, new users, new services, new Brands*
- *Extremely sustainable new markets/channels deploy time efforts*

EFFICIENCY & PRODUCTIVITY

- *Easy and speedy making of localized Front-end changes*
- *Business teams able to centrally manage all D2C core contents without dependencies on IT*
- *Drastic reduction in content management timing efforts*

DECREASED DEPLOY EFFORTS

- *Deploy D2C websites: from months to weeks*
- *D2C websites enablement: never that easy*

DECREASED CONTENT MANAGEMENT EFFORTS

- *Multilingual Landing set-up: 50% faster*
- *Editing & publication: instantly*
- *Scheduling: instantly*

The Brand perception about the future

*The Migration towards a new modular architecture has been an **extremely strategic goal** for KitchenAid.*



Thank you

