

# JACQUES VERT

## Jacques Vert optimises multichannels and customer experience

Jacques Vert, a luxury clothing retailer, trades in over 470 outlets within the UK, Europe, and North America, in addition to a strong online presence across all of its key brands. Jacques Vert was formed in 1972 by two London tailors, Alan Green and Jack Cynamon. By 1977 the British pair had created a popular range of coordinated clothing for women. Today the group is a go to fashion brand for the discerning female customer.

In 2014, struggling to cope with demand and the complexity of becoming a truly international omnichannel retailer, Jacques Vert approached MNP wanting to evolve and expand their growing, direct-to-consumer business by implementing a multi-brand, multichannel Order Management System (OMS) capable of supporting additional brands and sales channels on demand.



### Key Facts

- »»» Live with MNP since 2014.
- »»» User of OrderActive.
- »»» Processing over 450 orders a day through MNP systems.
- »»» Real time fraud screening of web orders.
- »»» OMS is fully integrated into the Salesforce Commerce Cloud web platform.
- »»» Real time information available and centralised within MNP's OMS so that the business can segment the customer data for targeted marketing purposes, creating up sell and cross sell opportunities.
- »»» Can fulfil orders faster and save time with accurate stock visibility with MNP's OMS.
- »»» Ability to design and develop further sales channels (Amazon, eBay) with MNP's adaptable order management solution.
- »»» Stock turnaround time reduced and unit margin increased.

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Jacques Vert's system in 2014 was labour intensive and lacked the ability to provide mobile optimisation or flexibility for international expansion. The company needed to centralise inventory and customer data. The solution was to implement an order management system that could be used as the interface between the front end and back end warehouse in real time enabling a seamless sales order workflow. Jacques Vert had selected Salesforce Commerce Cloud (formerly Demandware) as their new ecommerce platform, and leveraged the incumbent warehousing solution Merret, but were missing that centralised omnichannel order management system.

When MNP's OrderActive was implemented the Head of IT commented that they now had an "ultimate shoppable online destination for the Jacques Vert brands with increased number of multi-branded orders across the board." That there was now "greater visibility of stock and improved returns process," a direct result of MNP's



multichannel OMS. Upon implementing OrderActive, Jacques Vert experienced improved customer satisfaction as a result of the real time information exchange with MNP's order management system as the hub.

The facts and figures:

- Real time inventory management ensures available stock is leveraged across all sales channels, meeting customer demand, and enabling fast, accurate order fulfilment.
- A fully integrated customer and inventory model enables Jacques Vert to understand complete customer lifecycle and accurately measure margins on each order.
- Jacques Vert now saves circa 45% on their yearly maintenance costs over the previous system.

"MNP's OMS real time integration with the Salesforce Commerce Cloud (formerly Demandware) ecommerce platform, and Merret platform were delivered to specification, budget and on time, furthermore we are able to add further custom feeds on demand."

"With the system implemented and live all expectations for MNP systems and service were met, we now have a platform to enable us to deliver our future omnichannel ambitions." Jacques Vert, Head of IT.

