

FLOR

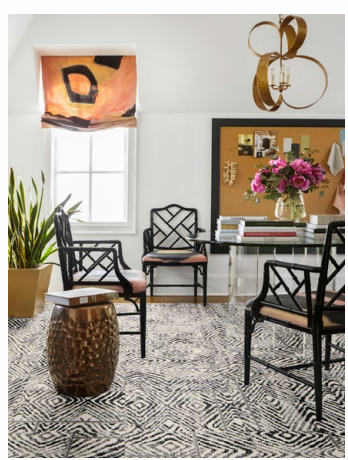
Astound helps FLOR create a showcase platform for its designer carpet tiles.

An Astound Client since Q4 2019, FLOR sells carpet tiles marketed as customizable rugs. It is a subsidiary of Interface, a publicly traded company (stock quote TILE). FLOR produces a large array of tiles in different styles and materials, allowing customers to create beautiful, dramatic, and highly personalized floor schematics for any kind of space. The company also is deeply dedicated to environmental and social equity. It is a strong global presence in the flooring sector, competing head-to-head with such companies as CB2, West Elm, and Crate & Barrel.

The company's ecommerce assets, however, didn't match its stellar product line; it had outgrown its Magento platform and **was seeking a replacement that would enhance user experience via rapid, seamless, and compelling navigation**. FLOR also needed direct and ongoing control over site refreshing because it turns over products quarterly.

The company subsequently hired Astound Commerce to mitigate its pain points.

The Astound team created an elegant and attractive product listing page that lets users view products by lifestyle or tile "layflat" photography, optimizing navigation and checkout; **reconfigured FLOR's product detail page, ensuring a smooth customer voyage from product description to Add to Cart**; implemented



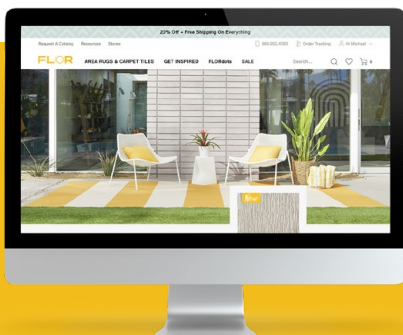
Page Designer, a Salesforce solution that allows rich storytelling and ancillary

content and provides easy and instantaneous page updating for new product launches and marketing campaigns; and assumed development support responsibilities after migrating the site to Salesforce Commerce Cloud.

The results? FLOR's executives and staffers were ecstatic about its new ecommerce capabilities. As a member of the customer services team put it: "This is the best site launch we've ever had. No one is calling and complaining. No one."

Data

- Revenue increased YoY by an average of **42%** on mobile and desktop devices, with conversion rates increasing **38%** on mobile and **16%** on desktop.
- Add to cart rate increased YoY across all devices, with desktop having the highest conversion rate increase (**72%**).
- Bounce rate improved by an average of **13%** across devices.



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