

# Industry Services

Sports Apparel and  
Equipment

UX/UI Designing  
Buy Online Pickup in Store  
Third Party Integrations  
Payment Process Optimization

## City Beach

Our client was an Australian legacy brand founded in year 1985. City Beach specializes in providing high quality fashion, skate and street wear accessories to Gen Z fashion and sports enthusiasts. Owing to their range of products they quickly outgrew their niche and quickly started operating across 60+ physical stores across Australia.

## Challenges

- ▶ Existing eCommerce platform was not scalable to handle surge in online shoppers.
- ▶ Experienced surge in cart abandonment from mobile shoppers.
- ▶ Did not have wherewithal to start Buy Online Pay in Store method.
- ▶ Had to communicate with multiple vendors every time they wanted to add a new payment method.



## Solution

IMPLEMENTATIONS

salesforce commerce cloud

salesforce service cloud

INTEGRATIONS

afterpay

adyen

## Result

4x  
increase in  
website uptime

77%  
increase in  
mobile  
shoppers

19%  
increase in  
repeat purchase

5x  
increase in  
customer  
retention

## Contact Us

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# etg digital at a Glance



+22  
EXCELLENCE

Years of

+4.85  
CSAT

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