



# CITY

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FURNITURE

## Creating More Comfortable Product Experiences At City Furniture



“We cut product enrichment time by 50%, accelerating time-to-market and reducing enrichment costs while increasing eCommerce sales by 60% with Akeneo PIM!”

– Gurtegh Singh, Associate Corporate Counsel at City Furniture



### Challenges

- City Furniture lacked a centralized source of product information, leading to inconsistent and incorrect product data
- Employees did not have consistent access to product data needed to enrich products and provide compelling product experiences, leading to slow time-to-market
- Needed to stand out from increasing competition from department stores and specialty furniture retailers



### Benefits

- Implementing PIM enabled City Furniture to establish a single system of record, leading to improved data accuracy and consistency
- By creating a system of record, employees could more easily find the product data they needed, accelerating time to market by 50%
- City Furniture used its new, high-quality product information to offer compelling product experiences, which gave the company a competitive advantage

## A cozy company known for Floridian style



City Furniture is a Florida-based seller of home furniture, including everything from futons and mattresses to couches and chairs and even dining room and kitchen table sets.

Originally founded in 1971 by brothers Kevin and Keith Koenig, the company quickly grew from a single store in Fort Lauderdale to a collection of more than a dozen showrooms across Florida. After establishing a brick and mortar business, the company added printed catalogs and direct mail delivery sales in the mid-1990s, followed by an eCommerce store in 2012.

## Finding a more comfortable way to manage product information

While City Furniture had carved out a comfortable space in the furniture market, the company knew it would need to improve its digital offering in order to keep its standing and grow in the future.

The company was plagued with legacy product information management systems and processes, which meant inaccurate, inconsistent, or incomplete product information often reached customers on several channels. These legacy processes and solutions also caused the company's enrichment costs to skyrocket, time-to-market to slow down to a snail's pace, and product information accuracy and consistency to suffer, tarnishing its product experience.

What's more, the company faced significant competition from department stores, online players, and lifestyle retailers, each of which threatened their market share. In order to offer a better experience to customers and stand out from the competition, City Furniture wanted to use product experience as a differentiator. So, to raise digital revenue, cut enrichment costs, and stand out in an increasingly competitive market, City Furniture elected to invest in a product information management (PIM) solution.

*“We needed a way to stand out in an increasingly crowded space, and we knew improving our product experience was the best way to achieve it.”*

## Getting the whole team on board

After considering several other PIM options, including an in-house product information tool, City Furniture selected Akeneo PIM. Gurtegh Singh, the company's associate corporate counsel, noted that Akeneo's easy-to-understand user interface helped set it apart from other solutions the company considered and its open source architecture and wide range of Enterprise-grade features.

With help from Akeneo implementation partner StrikeTru, City Furniture modernized its legacy systems and rolled out a highly integrated and automated PIM solution for ecommerce. City Furniture rapidly trained more than 50 users across more than half a dozen different departments to enrich and manage product information via Akeneo PIM. Within a month of launching PIM, employees were using the solution on a daily basis and delivering high-quality, contextualized product information much faster than before.



“Akeneo’s open source architecture and wide breadth of features made it the perfect solution for our needs.”

## Better product information leads to accelerated time-to-market & higher revenue

### ★ Creating a comfortable competitive advantage

Adopting Akeneo PIM allowed City Furniture to improve the accuracy and consistency of their product information, leading to better, more compelling competitive product experiences adapted for each channel, giving them an advantage over their competitors.

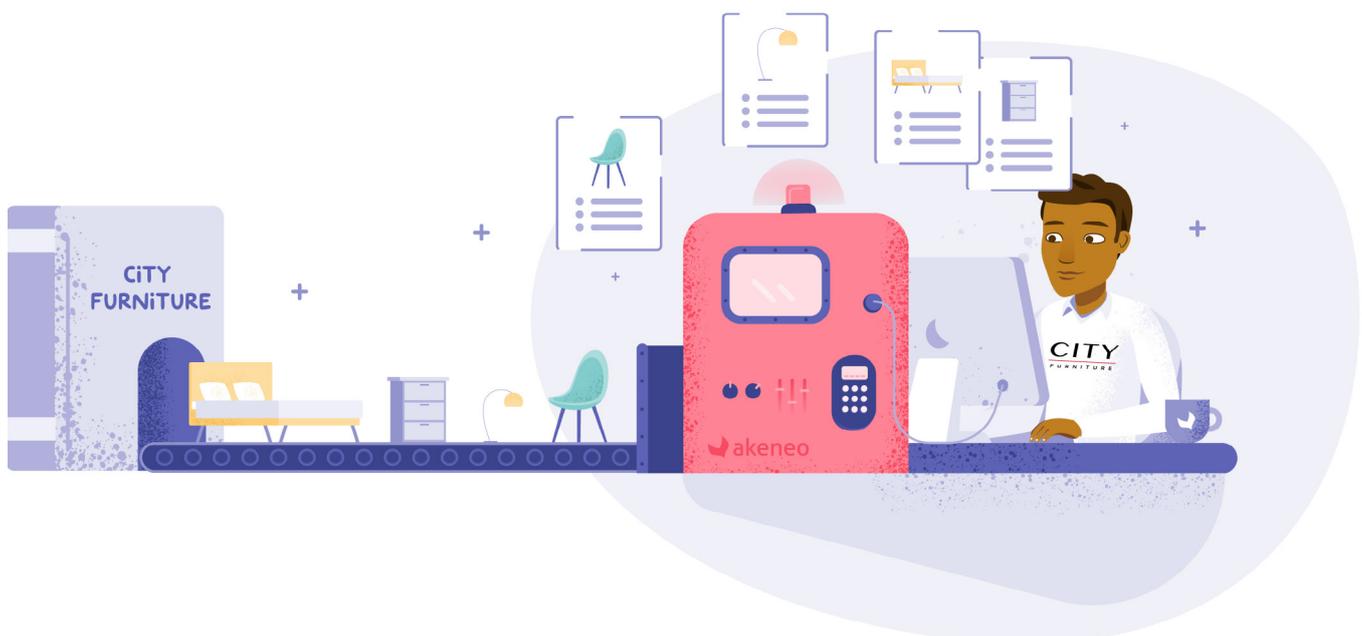
### 🕒 Accelerating enrichment while cutting costs

Centralizing raw product information in the easy-to-use Akeneo PIM user interface gave employees instant access to the data and robust enrichment tools needed to create compelling product experiences, accelerating time-to-market by 50% while reducing enrichment cost and effort.

### 💰 Raising revenue with PIM

With better product experiences in place as a competitive advantage, City Furniture quickly began to see a notable return on their investment. Singh said that the company saw eCommerce revenues rise by roughly 60% in the year after implementing Akeneo PIM.

“Akeneo PIM helped us turn our product experience into a competitive advantage which directly led to a 60% increase in eCommerce revenues.”





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## About Akeneo

Akeneo is a global leader in Product Experience Management (PXM) solutions that help merchants and brands deliver a compelling customer experience across all sales channels, including eCommerce, mobile, print, and retail points of sale. Akeneo's open source enterprise PIM, and product data intelligence solutions, dramatically improve product data quality and accuracy while simplifying and accelerating product catalog management.



For additional information, please visit [www.akeneo.com](http://www.akeneo.com).

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