Dixons Stores Group

The Currys, Dixons and PCWorld websites were tired and underperfoming. The Dixons Group brand landscape was confusing and the company had no clearly defined experience strategy or clearly defined proposition in place.

Project

My primary KPI was to deliver a transformed ebusiness user experience on the three chain websites in time for Christmas 2010 peak trading. I did this successfully and at the same time established processes elsewhere in the business that are still on course today.
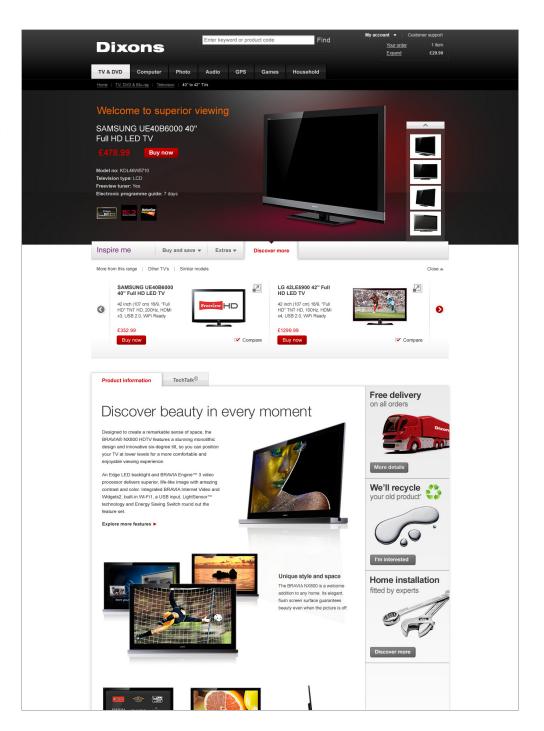
Role

I was recruited in year two of a four-year transformation programme to join a senior management team designed to turn the ecommerce part of the business around. In my role as Head of Customer Experience, I commissioned agencies, recruited and led analytics, UX, graphic design, content, social creation and social moderation teams

Success measures:

• Saved 450k on external agencies in Q12011
• 18% savings in routed calls in Q42010
• Continual improvement of customer satisfaction index
• 7% uplift in sales with algorithmically-driven merchandising
• I deployed an integrated analytics platform including Foresee Results, Site Catalyst and Test & Target

Activities

Team building
Process troubleshooting
Budgeting, planning and commissioning
Creative direction (internal & vendor teams)
Art Direction (photo shoots)
Supplier management and negotiation
Market research
Social strategy