

INTERNET

Donna Karan improves security and efficiency of ecommerce site

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By RACHEL LAMB

Donna Karan is striving to produce a more effective and easy-to-use ecommerce experience by improving the security and efficiency of the site's operational processes.



The site was improved by collaborations by GSI Commerce, Inc. The updated site will have new features like globalized payments and taxation.

“Every aspect of a brand’s online business contributes to the consumer experience, making it critical to deliver a smooth, compelling experience from start to finish,” said Scott Hardy, executive vice president of Business Management for GSI Commerce, King of Prussia, PA.

“This can be particularly important for luxury brands such as Donna Karan.”

LVMH Moet Hennessy Louis Vuitton owns Donna Karan International, which specializes in women’s wear, men’s wear, intimate apparel, coats, children’s apparel, eyewear, beauty products and home goods.

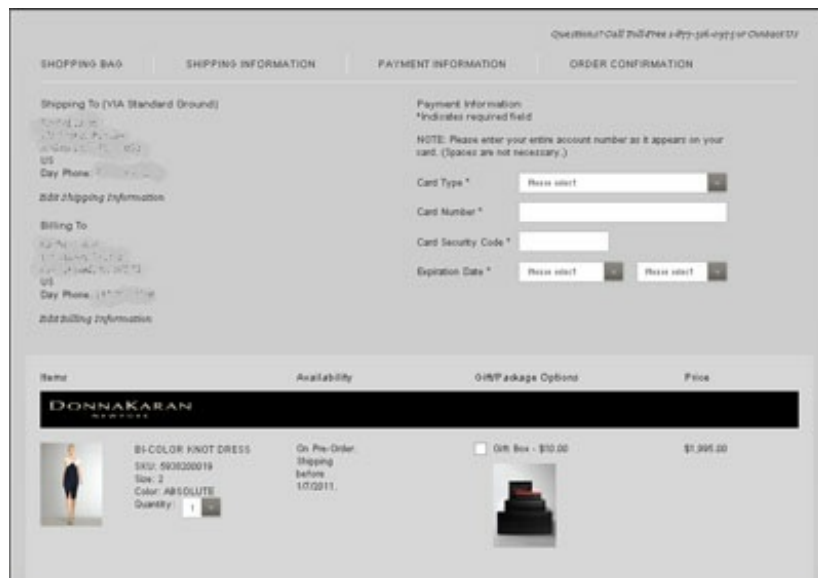
Donna Karan’s representatives were not available for comment at press time.

What’s new in the Web site

The multi-year agreement combines Donna Karan's direct-to-consumer ecommerce site with new comprehensive, operational components from GSI Commerce.

Donna Karan's e-commerce site was first launched in September, along with its sister company DKNY's ecommerce site (see full story).

Some of the features of the improved Web site include ShipQuik, GSI's proprietary program that accelerates package deliveries to consumers.



The screenshot displays the checkout process for Donna Karan. At the top, there are four tabs: SHOPPING BAG, SHIPPING INFORMATION, PAYMENT INFORMATION, and ORDER CONFIRMATION. The current view is split into two columns. The left column contains shipping details for 'Shipping To (VIA Standard Ground)' and 'Billing To', both with fields for name, address, city, state, zip, and phone. The right column is for 'Payment Information', featuring a dropdown for 'Card Type', input fields for 'Card Number' and 'Card Security Code', and a date selector for 'Expiration Date'. A note above the payment fields states: 'NOTE: Please enter your entire account number as it appears on your card. (Spaces are not necessary.)'. Below the payment section is a table with columns for 'Item', 'Availability', 'Gift/Packages Options', and 'Price'. The table lists one item: 'BI-COLOR KNOT DRESS' with size '2' and color 'ABSOLUTE', priced at '\$1,395.00'. It is marked as 'On Pre-Order Shipping before 10/2011'. A 'Gift Box - \$10.00' option is available with a checkbox.

Donna Karan check-out screen

Furthermore, Donna Karan will use GSI Commerce Exchange, a suite of on-demand infrastructure solutions that provide more efficient order management and inventory management capabilities.

"GSI has a well-established ecommerce platform that can support luxury brands like Donna Karan," said John Coniglio, senior consultant of FitForCommerce, a best practices ecommerce consulting firm that helps retailers define requirements and select ecommerce and mobile technologies, Short Hills, NJ. "They are not only capable of fully supporting, but can help establish the brand, as well."

Mr. Coniglio does not have any affiliation with Donna Karan International or GSI Commerce, but has agreed to comment as a third party source.

The infrastructure solutions provide inventory management capabilities and more efficient order management and fraud prevention services.

"To achieve this, GSI Commerce works closely with each of our more than 180 e-commerce clients to ensure all pieces of the business are well integrated and seamless to their customers," Mr. Hardy said.

Customer satisfaction is most important

Although the new design has the potential to help the brand, there are still challenges when a brand partners with another party.

"Donna Karan will have to make sure that they convey what kind of brand they want to be,

as with any partnerships," Mr. Coniglio said. "The brand will have to make sure to stay involved in the kind of merchandise and products they want to show on the site. Like any other retailer, they are forced to make choices regarding products on the Web site and in catalogs."

GSI Commerce develops ecommerce, multichannel retailing and digital marketing for global enterprises in the U.S. as well as internationally to over 500 brands world-wide, including more than 35 fashion brands.

"Elevating the consumer experience is our focus whether clients use our end-to-end solution or have selected services from our suite of modular offerings, as with Donna Karan," Mr. Hardy said.

Final Take

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