

CASE STUDY

The Athlete's Foot Sprints toward Sales Growth

with Fluent Commerce



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The Athlete's Foot realized it was jogging in the e-commerce race when it needed to be running.

Impacted by competition coming from both traditional and online retailers, it needed a new game plan. Aware that e-commerce was a key component of its future, The Athlete's Foot began investing heavily in its omnichannel experience.

The Athlete's Foot had opted for a warehouse-only model, distributing items to its consumers for ecommerce orders. While this arrangement did work, the company wanted to be even more serious about e-commerce, delivering better experiences to their customers and balancing out increasing operational costs. The Athlete's Foot decided to enable a de-centralized fulfillment system that could pick and deliver orders from store locations, whilst centralizing and consolidating inventory data. This capability would give the entire store Network consolidated and centralized information which was needed to make the omnichannel experience work for both the stores and customers, and ultimately lead to a better consumer experience

To enable this capability, the company needed a smarter solution for omnichannel order management, a move that would make the store and franchisee network part of the e-commerce process.

This is where Fluent Commerce entered the race.

Fluent Commerce's omnichannel order management platform makes the end to end process easier, faster and more convenient to shop with than its competitors. The solution helps the retailer fulfill orders in the most cost-effective way possible, while offering customers a variety of delivery and pick-up options, including ship-from store fulfillment.

Built on Amazon Web Services, the technology has catapulted The Athlete's Foot well ahead of its competitors. It supports the company's rapidly growing e-commerce business with a secure platform with dynamic scaling for future growth. By making its digital arm an extension of its store network as opposed to maintaining e-commerce as a separate channel, the retailer now operates across all channels as one brand, offering one experience. The company's increased digital sales (170% in the first six months of implementation) are a testament to the company's commitment to investing in customer experiences.

Fluent Commerce also helps the retailer support real-time inventory across the network. In addition to increasing revenue, real-time inventory accessibility — and fewer disappoints due to out-of-stocks — means customers as well as store staff win every time.

The Athlete's Foot

“Ship-from-store capabilities help to ensure that our customers receive their orders with greater speed and efficiency. Fluent Commerce has also assisted in streamlining processes across our internal systems to improve our overall performance.”

**Steve Cohen, General Manager
– The Athlete's Foot**



159%
Revenue Increase



151%
Conversion rate
increase



95%
of orders fulfilled
from stores

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and exceed your customers' expectations - with Fluent Commerce

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