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**UK's biggest  
gardening site  
grows from CRO  
to personalization**

Crocus.co.uk complete replatform  
with full support from Qubit



**When we were planning to re-platform, we were concerned about both the impact this would have on the customer experience and the consequent bottom line of the business. Qubit played an essential part in navigating this complex challenge, as well as ensuring that it was business as usual for customers' purchasing products on the site. We need to create seamless, simple, and relevant, experiences for our customers, no matter what's changing behind the scenes, Qubit were a technology key to overcoming this challenge.**

Mayank Shukla  
Head of Ecommerce



## **Introduction**

Crocus have quickly grown to be the biggest gardening site in the United Kingdom, priding themselves on being able to offer their customers the largest choice of plants available. A Qubit customer since 2014, the company have recently completed a full re-platform of their website and have used Qubit's technology and expertise seamlessly throughout the transition.

The company not only provide thousands of plant varieties but also thousands of products any gardener might need, from garden tools to furniture. As a consequence, the ecommerce team recognize the need to create a relevant experience for each web visitor, ensuring that customers' differing wants and needs are addressed.

## **The low down**



**Launched in 2000**



**4,000+ plant varieties**



**25 Chelsea Flower Show  
gold medals in 15 years**

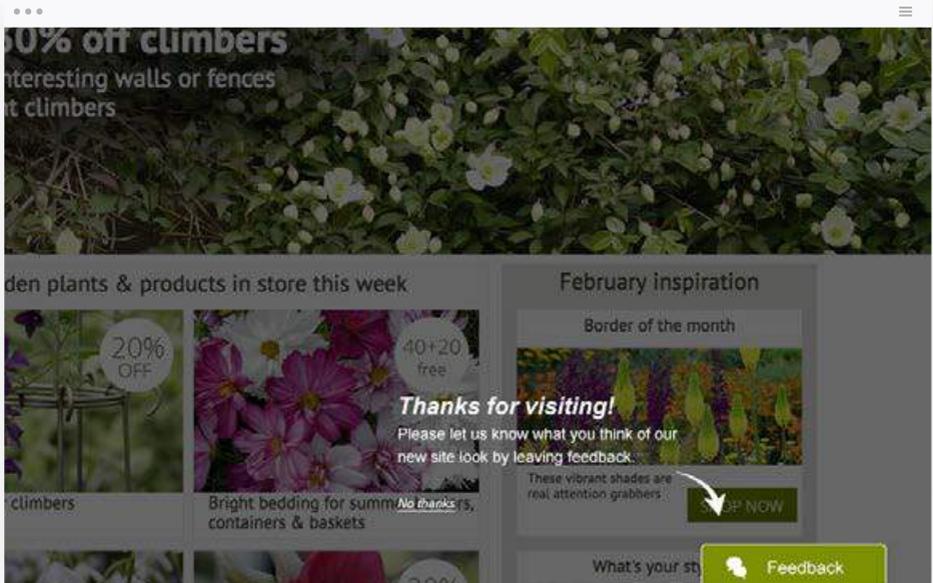
## New website assistance for visitors

### Challenge

Crocus wanted insight into testing and preparing their replatforming, while alleviating any pains traditionally associated with a move to a new ecommerce platform.

They also wanted to ensure that the new website could go live to 100% of traffic without any risk, by ensuring it had been reviewed, and feedback had been given, by their most loyal customers.





## Solution

Qubit ingested a list of returning loyal customers, and their Qubit IDs, to segment this group of visitors, creating a new VIPs (or VI-Trees) segment.

Crocus choose this segment because they wanted feedback from customers that were already familiar with the Crocus customer journey. When each visitor in this segment returned to Crocus.co.uk they were shown a pop-up asking them to try the new website.

When visitors had experienced the new website, they were shown an animated feedback CTA for any comments or feedback they might have.

When VI-Trees (VIPs) provided feedback, it was sent to the Qubit Opinions database for message categorization and analysis.

## Result

Engagement with the experience saw a 60% click through rate. Feedback from customers has been integral for the business as they finalize the new customer journey.

Examples include a customer highlighting that they were unable to add a new billing address during checkout. In this example, Qubit were able to share location and IP address data (not PII) to help them identify where the issue was happening.



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**Qubit have been, and will continue to be, the personalization platform for all of Crocus' customer experience initiatives. The team and the technology are best-in-class and we are continually impressed by the innovation and strategy that is provided. Using Qubit, we've been able to make big changes in our customer's journey that increases engagement, relevancy and ensures we're building an experience that resonates. The Qubit platform gives us the ability to understand and influence our customer's in one platform which has been integral to our continued success.**

Mayank Shukla  
Head of Ecommerce

## Looking ahead

Crocus and Qubit will continue to build experiences centred on creating the best experience for their customers. With a solid and robust platform to collate and understand their customer data, they'll be able to constantly deploy personalizations that increase the relevancy of their offer, for example using product recommendations

with their VIP segment of customers.

The company have big ambitions for the future, and as a pure-play ecommerce company need to leverage the best technology available to ensure current customers remain loyal, as well as acquire new customers.

## About Qubit

Qubit is the leader in delivering highly persuasive personalization at scale.

Award-winning brands in ecommerce, travel and gaming work with Qubit to transform the way they understand and influence their customers. Companies like Ubisoft, CafePress, Topshop, Shiseido, Ladbrokes and Emirates are using the Qubit personalization platform to increase

revenue, build loyalty and significantly improve their marketing efficiency. Every week Qubit is used to personalize approximately \$600 million in online sales.

Headquartered in London, the company has offices across Europe and the US.

For more information, visit: [qubit.com](https://qubit.com)

TOPSHOP

SHISEIDO

Emirates

John Lewis

mamas & papas

ELEMIS

FARFETCH

UNIQLO

UBISOFT

MONSOON

NET-A-PORTER

L'OCCITANE  
EN PROVENCE

kate spade  
NEW YORK

mothercare