

CASE STUDY

LUND FOOD HOLDINGS, INC.

Sensational Grocery Shopping



Summary

Lund Food Holdings, Inc. (LFHI) is the parent company of Lunds and Byerly's, two of the Twin Cities' premier supermarkets recognized for more than 50 years of high-quality food and service. LFHI's partnership with Aware Web Solutions is highly collaborative and strategic, and is focused on corporate goals and an online customer experience that is an extension of the in-store quality and expertise for which they are known. Aware helped LFHI extend its unique in-store shopping experience online, creating a site that is instantly familiar to loyal customers while offering many new features.

Visit Site > www.lundsandbyerlys.com
catering.lundsandbyerlys.com

Challenge

Aware strategized, created and implemented a streamlined dual-branded Lunds and Byerly's site, eliminating the need for two separate sites. The new site included an architecture designed for easy content updates in the future, and site extensions for both brands as well as catering. A Sitecore Content Management System plus a grocery-based ecommerce solution were leveraged to build a scalable Web platform that integrated many tools and functions that were previously cumbersome into a single, easily accessible system. The new system fulfills LFHI's need to allow frequent in-house web updates by non-technical staff.

Solution

Aware designed a fresh, appealing retail concept that incorporated existing branding elements as well as new marketing, promotional and informational content. The design also accommodated ongoing weekly promotional grocery products, store services and promotional email notices wrapped in on-brand graphics, photos and color palettes that are instantly updateable by LFHI.

As part of its new Web presence, Aware extended the Sitecore Content Management System and ecommerce to an online product-ordering interface. Aware worked closely with LFHI to develop catalog options, processes, cart and communication upgrades, and implemented a combination of tactics that represented a high-touch customer experience and streamlined back-office functions.

Aware Web Solutions At a Glance

Our greatest strength at Aware is translating complex business needs into well-organized Web sites. Leveraging our strategic, creative and marketing insights, Aware implements robust content management solutions that are uniquely tailored to meet the needs of mid- to large-sized organizations.

- Founded in 1998
- A mid-sized firm
- Over 100 CMS Implementations
- Our teams include: Strategists, Designers, Developers, Marketers, and Project Managers
- Consistently ranked among the top 15 Web firms in the region

In addition to the new website, a web-based, in-store customer ordering kiosk—powered by and fulfilled through the same ordering system as the public website—was created and launched. In addition, Aware collaborated with LFHI’s software vendors to build a unified shopping system that allows multiple providers to share secure user data, enabling customers to create one account with single access to a variety of ordering applications.

An on-brand updated email newsletter design was developed for the weekly “Web-only Special” campaign that is now a key component of LFHI’s noted over-all marketing efforts. Aware also created online marketing strategies for display advertising; implemented extensive site search optimization, pay-per-click advertising and subscriber sign-up initiatives; and launched LFHI onto several premier social networking platforms.

Result

LFHI’s newly designed and easy-to-update public-facing website better reflects the in-store shopping experience—plus it includes a unique web presence for catering. The website is built using a robust, scalable Sitecore platform that combines ecommerce and other functions into a streamlined backend system. Maintenance is now easy and timely, and can be performed by non-technical staff. Search engine optimization efforts and customer touch points, such as social media and email, are targeted and on-brand.