

Kurt Geiger

Luxury footwear giant Kurt Geiger has been at the forefront of design for over 50 years, with more than 80 stores. Kurt Geiger's websites serve more than one million page views daily, so uptime and positive customer experience are critical.

KURT GEIGER

Business Challenge:

Supporting website uptime and providing a smooth shopping experience is imperative for Kurt Geiger's e-commerce team, but without visibility into its data, when errors occurred, it was a time-intensive and costly process to identify the cause and resolve the problem.

This reactive approach meant that when there were issues, the team had to wait for the escalation process to initiate before they could address them, a situation that was less than ideal for the sales and customer experience.

Splunk Solution:

With Splunk Enterprise, Kurt Geiger gained real-time insights into its data across the business, enabling a proactive approach to maintain website performance and help the company deliver on its brand value. The use of Splunk Enterprise has been extended to the company's marketing division to enable greater insight into the success of marketing campaigns. Kurt Geiger is now looking at how to extend the benefits of Splunk Enterprise to all corners of the business.

Business Value Realized:

"When I look at the e-commerce chain from customer service, through to the warehouse and even in the physical stores—there's opportunity to drive value with Splunk everywhere."

- Adam Bidwell, E-Commerce Systems Architect, Kurt Geiger

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