

Observability for Luxury Retail

Beyond the Boutique: Perfecting the Luxury Experience Online



Luxury brands are working toward a seamless digital and physical experience. While in-person experiences remain a cornerstone of luxury retail, the digital presence is increasingly important for reaching consumers, increasing engagement, and driving sales.

Enhanced Brand Experience

Transform your luxury brands digital presence with New Relic's business observability, delivering seamless, high-quality customer interactions that mirror your in-store excellence and uphold your brand's prestigious standards. By incorporating "phygital" elements and omnichannel strategies into your operations, we ensure a cohesive experience across all platforms, integrating the best of physical and digital interaction to enhance loyalty and customer satisfaction.

With many brands now experimenting with AR/VR experiences and even AI agent stylists, the dependency on technology for your brand experience has never been more vital.

Data-Driven Decisions

Empower your strategy with New Relic's data-driven decisions, utilizing robust analytics to craft personalized customer experiences and accelerate innovation, keeping your brand ahead in the luxury market. By harnessing precise data, you can make agile decisions that not only meet but exceed the evolving expectations of your affluent customers, ensuring a competitive edge.

CASE STUDY

KURT GEIGER

New Relic has significantly enhanced luxury retailer Kurt Geiger's website performance by improving Core Web Vitals, ensuring faster load times and smoother user experiences. By utilizing the New Relic Intelligent Observability Platform, Kurt Geiger can proactively identify and resolve performance issues, directly contributing to improved customer satisfaction and online engagement. This partnership underscores the value of robust digital infrastructure in maintaining the high standards and seamless experiences expected in the luxury retail industry.

"Our Core Web Vitals project has brought engineering, management, and our digital teams, which are not traditionally technical, together. There's good inter-team communication happening now around performance. We're much less reactive now. We have data in New Relic to prove that the customer experience is good or bad. That's been a real game-changer."

Chet Patel
QA Manager at Kurt Geiger

With digital visibility of sourcing and distribution of precious materials becoming a must-have for many clients, the evolution of technologies from electronic certificates to blockchain verification is a growing demand.

Real-Time Insights

Leverage New Relic's real-time insights to gain a comprehensive view of user experiences, swiftly addressing any issues to ensure your digital platforms provide the flawless service your discerning clientele expects. Through advanced analytics in a "phygital" and omnichannel environment, you can anticipate and mitigate potential disruptions, guaranteeing a smooth and uninterrupted engagement that further solidifies your brand's reputation.

Your customer journey is no longer the traditional sales funnel. New Relic helps surface the data and ensures your client moves from a buyer to an engaged subscriber of your digital channel.

Performance Optimisation

Achieve excellence with New Relic's performance optimization, enhancing operational efficiency during cloud adoption to reduce costs and accelerate time to market, and ensuring your luxury retail brand remains at the forefront of digital innovation. This strategic approach maximizes your investment in technology infrastructure, enabling you to quickly adapt to market changes while maintaining peak operational performance.

Protect and generate revenue with New Relic Retail Solution



80%

reduction in downtime



25%

increase in CSAT scores



30%

improvement in customer retention

LUXURY BRANDS RUN ON NEW RELIC

KURT GEIGER

Paul Smith

SEPHORA

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