Boost mobile and desktop conversion rates by integrating Apple Pay with PDP, Mini-Cart and Cart pages for Barneys New York, an on-line luxury retailer in the US

Background

Barneys New York is an American chain of luxury department stores headquartered in New York. The client is a specialty retailer of high end apparel goods having leading designers show case their latest collections on their website. Client has a multi-stage secure checkout process and uses the CyberSource payment gateway to process payments. Client wanted to implement Apple Pay, a secure and least-effort checkout solution from Apple, on its PDP, Mini-Cart and Cart pages.

Objectives

→ Implement the Apple Pay checkout solution on the PDP, Mini-Cart and Cart pages to allow users of Apple devices, having properly configured wallet settings, to place orders instantaneously from any of these pages.

→ Enable guest users to place orders without having to enter any information during checkout.

→ Ensure that placing an order using Apple Pay directly from PDP does not modify the cart and user can proceed to place an order with the same cart using either Apple Pay or the normal checkout process.

→ Ensure that orders placed from Mini-Cart and Cart pages using Apple Pay, capture user's current cart details and the cart is updated only on successful order placement. In case order placement is not successful, the cart should remain untouched and available for placing orders using normal checkout.

→ Ensure that all the validations in regards to order, address and payment details performed during the normal checkout process are also performed for Apple Pay checkout.

→ Ensure that orders placed using Apple Pay are processed by the existing integrated CyberSource Payment Gateway and exported to Serenade with all requisite order details.

→ Ensure that the Apple Pay and normal checkout processes work seamlessly without degrading user experience or site performance.

Solution Delivered

→ Integrated the Apple Pay checkout solution with the PDP, Mini-Cart and the Cart pages, adding a 'Buy With Apple Pay' option to the PDP page right under the 'Add to Cart' button and to the other pages under the 'Proceed to Checkout' button of normal checkout.

→ The Apple Pay option is displayed only to users of Apple devices browsing the site using Safari and who have their wallet settings properly configured with valid credit-card and address details.

→ When the 'Buy with Apple Pay button' is clicked the standard Apple Pay payment sheet is displayed, pre-populated with address details and payment information saved in the device's Wallet settings.

→ Users, including guest users, are not required to any user-specific information during the entire checkout process. An option to log-in or register is provided only after the order has been placed successfully.

→ The order-placement and payment processing trigger only when the user confirms the order by providing their touch ID or biometric authentication using the fingerprint scanner.

→ User and address details and the Payment Token received from Apple are sent to CyberSource for authentication and transaction processing and upon receiving a status indicating SUCCESS, the order is exported to Serenade.

→ On successful submission of orders placed using Apple Pay from PDP, users are directed to the Thank You page without altering the cart status.

→ Placing orders via the Apple Pay option on the Mini-Cart and Cart pages results in the cart being emptied if the order submission is successful and the user being redirected to the Thank You page. If the order submission fails for any reason, the cart state remains unaltered and user remains on the same page.

→ Implemented error and exception handling on the client-side as well as server-side with validation errors together with more serious exceptions being displayed on the same page without redirecting users so that the a normal order can be placed without re-populating or updating the cart.

→ Built capability to switch Apple Pay option ON or OFF site-wide or on specific pages and also provided more granular control to toggle Apple Pay feature for specific categories, designers, products and SKUs.

Results

→ Reduced the entire checkout process to a single-click operation for users of apple devices, improving overall conversion rate and leading to more substantial impulse-driven sales.

→ Precipitated sales directly from PDP resulting in increased sales compared to single product orders involving the shopping cart.

→ The traditionally skimpy-margin area for online businesses, namely, that of mobile order placement, mushroomed with a promising mobile conversion rate for IPhone and IPad users.

→ Provided the business a competitive edge in the eCommerce domain which is increasingly prioritizing a mobile-first user experience.

→ Improved the brand's user-centric image and boosted trust in its business ethos geared towards leveraging the latest developments in technology to optimize user experience.
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