magnolia®

Sainsbury's transforms digital presence with Magnolia

Following its acquisition of Home Retail Group in 2016, Sainsbury's began working with Magnolia to enhance its digital presence as a multi brand, multi-channel retailer

Sainsbury's

Sector
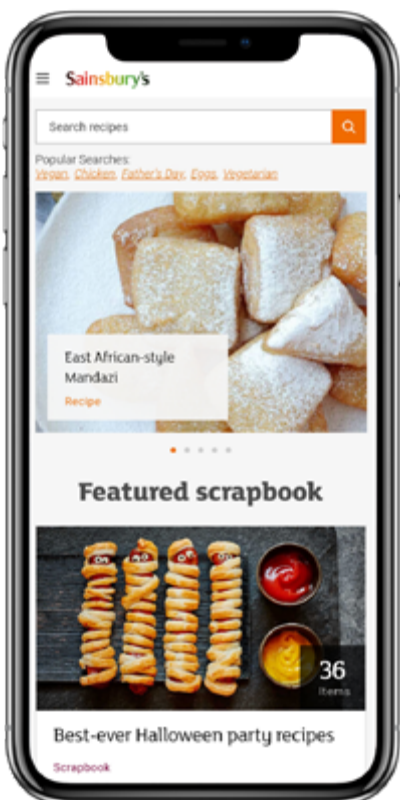
Retail

Country

UK

Partner

Rob Sargent, Senior Lead Product Manager at Sainsbury's

Site

www.sainsburys.co.uk

We all know Sainsbury's as the reliable, quality and value-led supermarket that helps shoppers 'Live Well For Less'. But being one of Britain's most loved supermarkets isn't an easy task. Behind the scenes, Sainsbury's digital team works together to support over 1,500 stores and record numbers of online deliveries.

With a growing digital presence that includes Sainsbury's Groceries Online, Argos, Tu clothing and Habitat, Sainsbury's needed to ensure that its digital customers experience a seamless, easy and convenient shopping journey. This needed to be achieved alongside bringing its brands together to ensure consistency and increased author efficiency.

The challenge: Bringing the brands together

Following Sainsbury's acquisition of Home Retail Group in 2016 there were multiple CMS tools used across the Sainsbury's business - whilst Argos and then Sainsbury's had Magnolia implementations, they were very different, with other CMS tooling used for Tu clothing and Habitat. In line with bringing customer journeys together to help customers complete their missions across multiple brands, there was also a need to bring the CMS tooling technology together, to find a way of operating seamlessly together to benefit both customers and authors, while maintaining unique brand identities.

The solution: A chance to rebuild across brands

First of all, the sales process, which consisted of static download forms until this point, was made more user-centric by developing user-friendly product configurations. Moreover, enercity is now empowered to create landing pages for online campaigns in a very short period of time, personalize them for the target audience and implement those configurations to create a digital lead.

Magnolia Partner Neoskop, created custom apps which made it possible for enercity to easily edit product data coming from their own web service or build forms, edit email templates and choose where to send them. By developing a template that only consists of header and footer, content editors now have free creative reign.

Light development

Magnolia's Light Development means that release cycles won't normally need to be managed. By providing an agile way of working, Magnolia is helping Sainsbury's to onboard multiple brands and sites easily. Following the acquisition of Home Retail Group, this feature has proved more vital than ever. Going forward, each brand's systems will be brought together quickly with virtually no coding required. These systems can then be customized and scaled further down the line.

Flexible by design

Unlike other CMS providers, Magnolia doesn't force brands into an 'all or nothing' style overhaul of their existing tech. Both Sainsbury's and Argos already had complex technical architectures in place, including a combination of different providers and bespoke solutions. Magnolia's flexible, modular design meant that Sainsbury's could continue to use these elements during a transition period. It has also proved flexible enough to support the business's varying requirements— from cloud hosting to headless rendering, customization and cross-vendor integration points.

Author-first approach

While customer experience lies at the heart of the Sainsbury's brands, the author experience is also vital. Through Visual SPA previews, content reuse across pages / channels, intelligent personalization tools and full control over the CMS's UI, Magnolia is providing Sainsbury's internal content teams with everything they need to create, manage and launch effective digital content campaigns.

The result: Happy teams, happy customers

With Magnolia, Sainsbury's is streamlining its architecture, creating a more powerful, flexible and intuitive cross-brand digital experience for both customers and colleagues.

With constant improvements still underway, Sainsbury's has already reported significant cost savings, as well as improvements in author efficiencies and its core customer KPIs. Teams working with Magnolia have also shared higher satisfaction ratings, with content becoming easier to manage and publish than ever before.

Looking ahead, Sainsbury's will continue the seamless integration of its various brands so customers receive the highest quality experiences across Argos, Sainsbury's, Tu clothing and Habitat. Thanks to Magnolia's flexible design, these systems are rapidly being merged and upgraded without significant downtime, allowing legacy systems to be phased out without major disruption.
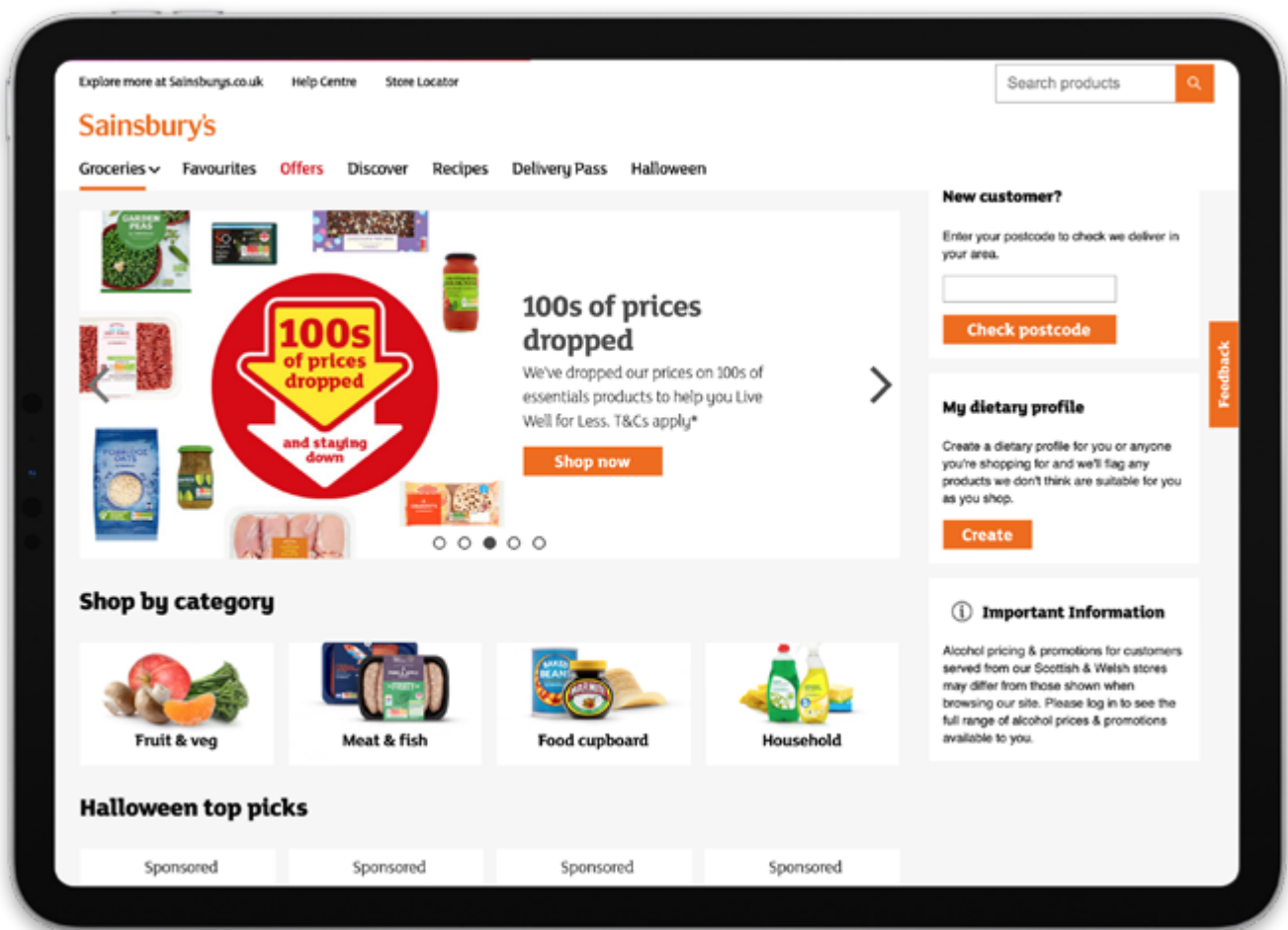
"Once again, Magnolia was the right choice for such a comprehensive relaunch. There were no limits in the implementation and we were able to adapt the CMS individually to our customer's wishes. A visual hybrid headless CMS with high editor usability."

"The flexible nature of Magnolia makes it ideal for Sainsbury's, allowing us to scale our efforts during peak sales times and busy periods such as the Christmas holidays and Black Friday. Since implementing the new CMS, we've seen improvements across almost every metric, from publishing speed to page performance. Magnolia has improved our digital experience and cut our costs. What more could you ask for?"

"When bringing multiple big-name brands like Sainsbury's, Habitat and Argos under one roof, avoiding significant downtime is vital. Magnolia has allowed us to bring these brands together seamlessly, providing a digital infrastructure that puts customer experience first, regardless of which channel, device or platform shoppers are using. Since the switch, customer satisfaction scores have reached a record high."

- Rob Sargent, Senior Lead Product Manager at Sainsbury's