

Sweet dreams are made of this: KPS picks up four award wins for its work with Dreams

Submitted by: FieldWorks

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KPS, one of the UK's most trusted eCommerce and transformation agencies specialising in SAP Hybris and SAP Commerce Cloud, has been decorated with four awards for its work with Dreams, the leading specialist bed retailer.

KPS beat off competition from seven other shortlisted agencies to win the 'Best Home & Garden eCommerce award' at the eCommerce Awards. The prestigious awards highlight some of the very best online retailers, agencies, innovations, products and campaigns the ecommerce industry has to offer.

The organisers of the eCommerce Awards said: "The winner established a top-quality application with excellent customer feedback, strong product reviews and a good demonstration of ROI uplift."

The accolade follows three more recent wins for its partnership with Dreams. The Direct Commerce Association awarded KPS and Dreams two awards; one for the 'Best Exploitation of Technology' and also the 'Outstanding Customer Experience' category. Recognising the hard work, flair and commitment of businesses in the multichannel retail sector, the Direct Commerce Awards celebrated success across 33 categories, including digital marketing, customer experience and social.

The award-winning eCommerce agency won another award for 'eCommerce Website of the Year' at the UK Digital Growth Awards 2019. These awards reward and celebrate exceptional agencies, tools, website, campaigns and talent that have driven digital growth and sales across all sectors and can demonstrate real and tangible results to the bottom line.

The judges of the UK Digital Growth Awards 2019 commented: "The judges were impressed with this entry, as it was clear to understand and follow the project journey. They thought KPS had a clear understanding of multiple target customer needs and this provided a creative solution to omni-channel selling."

The award-winning campaign came out of Dreams recognising the need to integrate its sales channels to better meet the needs of customers at each stage of their buying journey, whether it was online or in-store - something its disparate legacy systems were no longer able to sufficiently deliver. KPS's solution has brought together the siloed offline and online customer journeys into a single unified journey.

Mike Logue, CEO of Dreams, commented: "This is a significant initiative for our business, and it's important that we futureproof ourselves. We all know the world – and retail – is changing at such a rapid rate, even without all the digital changes that are taking place, and we need to keep up with that. The solution for us is all about the future – that Dreams is futureproofed for a number of years ahead."

After a 12-month selection process, KPS was chosen to deliver the solution and was selected for its extensive experience, not just in the omnichannel space but also in working with SAP Hybris as an SAP Gold Partner, as Logue also explained:

“Lots of people talk omnichannel, but KPS has actually done it. And, as we are working with a new platform, we wanted to work with someone who has worked with it, and understands all the opportunities and challenges it presents. But, most importantly for me and the management team is the passion KPS has shown for our business – it’s important to see a partner who is excited by a major initiative you are putting into the business.”

Branwell Moffat, Director of Commerce Consulting at KPS, said: “We’re delighted to have won four awards, recognising our partnership in enabling Dreams to have a 360-degree view of its customer. This has and will enable Dreams’ sales teams to drive enhanced interactions with its customers, while delivering shoppers more seamless omnichannel experiences, no matter which channel they engage with the brand in.”

“By delivering pioneering omnichannel solutions for retailers, we remain committed to shaping the future of eCommerce. We are extremely proud to have won four awards for our work with Dreams and feel this is a testament to the boundless work and value our team at KPS deliver to our customers,” he concluded.

For more information, visit uk.kps.com