

Kibo Unlocks eCommerce Opportunities for CITY Furniture and Helps Them Improve Cart and Checkout Performance

COMPANY OVERVIEW

With 23 showrooms and 13 Ashley Home Store showroom licenses in Florida, [CITY Furniture](#) has established itself as a leader in providing high-quality furniture and decor solutions that elevate homes and lifestyles. The company is dedicated with a clear mission: to revolutionize the way individuals experience living spaces through exquisite home furnishings that offer remarkable value.

THE CHALLENGE

Adapting to eCommerce Surge in Furniture Industry and Scaling Cart & Checkout Performance

With the rapid rise of online shopping due to the COVID-19 pandemic, the home goods sector experienced a significant surge in eCommerce demand. CITY Furniture recognized the need to transform its digital strategy to cater to the evolving online shopping landscape.

However, CITY Furniture faced challenges in its digital transformation due to its initial eCommerce platform's limitations:

Poor Scalability:

Existing Magento headless deployment struggled to support scale and composability, resulting in poor cart and checkout performance due to slow APIs.

Limited Innovation:

Magento's monolithic architecture made it challenging to extend the platform and add new features that would enhance the customer experience.

Unique Industry Requirements:

The retailer needed to cater to the distinctive requirements of the furniture industry, including purchase flows, brand partner discount specifications, coupons, gift cards, and in-house financing, all while maintaining high-performance and scalability.



We need the flexibility to create very unique customer experiences, because furniture customers don't typically make the same type of small impulse purchases seen elsewhere. All of this made us want to move away from the traditional, monolithic platform approach."

Juan Lopez
Director of Software
Product Development at
CITY Furniture

*IN AN INTERVIEW WITH
RETAIL TOUCHPOINTS*



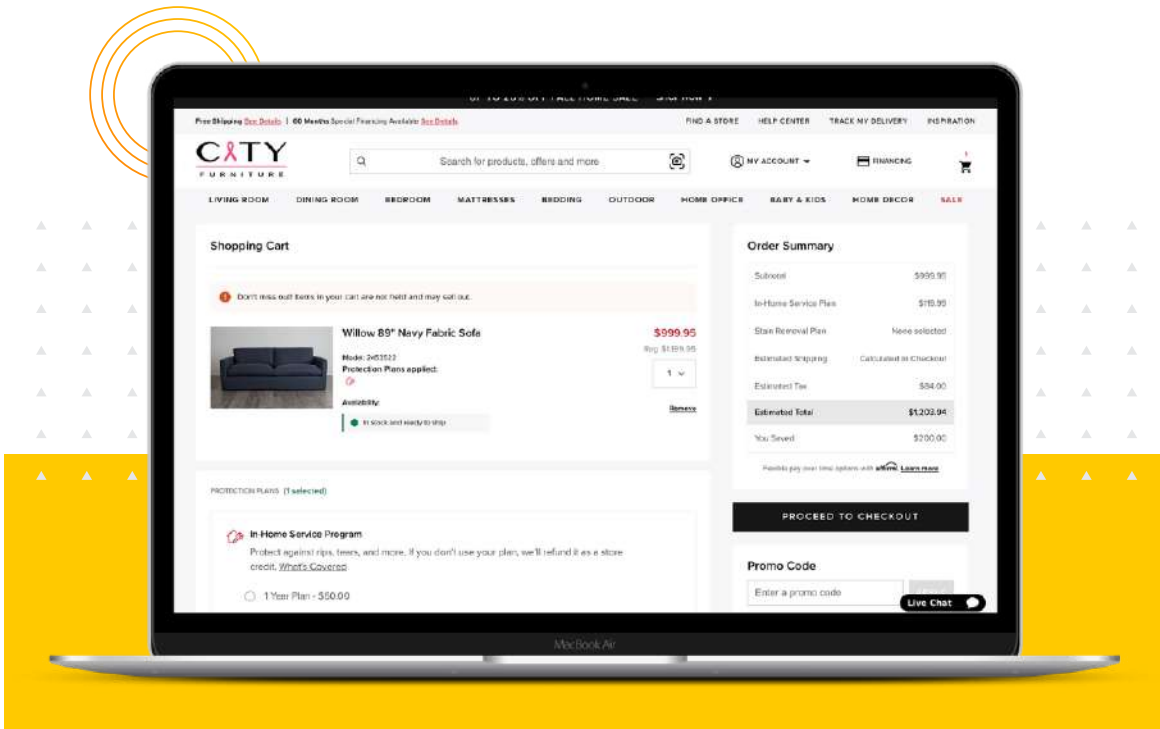
THE SOLUTION

Scaling the Shopper Journey with a Modular Commerce Solution

Realizing composable architecture would be the best move strategically to future-proof its business, the retailer evaluated commercetools, Molten, and Elastic Path. But ultimately chose Kibo's eCommerce platform for its microservices architecture, depth of out-of-the-box functionality, business-friendly UI, and extensibility.

“Our ecommerce solution needed to be different from a typical retailer, and we needed the ability to customize quickly, deeply and at scale, while maintaining industry-leading performance. Kibo's modular, microservices-based structure fit with our own headless architecture so that we can create exactly what we need, from specific promotions and pricing to a fluid shopping cart experience.”

*Juan Lopez
Director of Software
Product Development at
CITY Furniture*



Kibo's platform empowers CITY Furniture to:

Create custom frontend experiences within its React App and seamlessly integrate them with Kibo on the backend, enabling the realization of unique design concepts.

Seamlessly integrate with existing tech stack, including Akeno (PIM), Widen (DAM), DOT (CMS) Unbxtd (search), and future applications.

Customize the UI and core platform functionality, such as cart rules and promotions for custom bundled product offerings, discounts, and financing during checkout.



THE RESULTS

Revenue-Driving Customer Experiences

Taking a modular approach to its digital strategy allowed CITY Furniture to deliver fluid and engaging online customer experiences. The retailer's UX/UI team now has the ability to craft shopping journeys that convert and build customer loyalty — without costly development.

It took only seven months to migrate from Magento to Kibo. After switching to Kibo eCommerce, CITY Furniture saw:

