






LIBERTY

FASHION IS COMFORT

Liberty Shoes is India's leading footwear brand with over 6 decades of presence in the industry. Started in 1954, Liberty is the quintessential brand that has become synonymous to footwear in the country. Ironically, this was the biggest bottleneck in their D2C efforts where consumers identified them as a purely offline brand.

GreenHonchos came in as a growth enabler in 2014 and since then has been successful in turning around their online presence that today rivals the pure-play online brands! Right from boosting their website traffic to powering their platform to serve thousands of orders a day without breaking a sweat, GreenHonchos has been with them at every step of their D2C scale.

 10,000+ active SKUs	 6 Mn+ annual visitors
 1.2 L+ orders per annum	 \$20 Mn+ annual revenue
 4X growth in 3 years	 40% reduction in returns

Challenge

Catalog visibility & coverage

No single repository existed for product/image related details

PAN India visibility

The brand was finding it difficult to break out of its image of being a traditional offline player

Scalable technology solution

The e-commerce platform being used by the brand was failing in managing multiple stakeholders at once

Operational efficiency

The brand found it difficult to transition to an e-commerce approach from that of physical retail

Customer experience & loyalty

The brand grappled to address service levels in a digital environment against an ever evolving customer

Omni-channel fulfillment

How could the brand seamlessly leverage its existing infrastructure of offline for online growth?

Solution

A comprehensive catalog backend was created that was robust to manage high volumes of listings

Focused targeting and remarketing was done taking inputs from the offline sale behavior across regions

A complete overhaul was done on the platform making it performant and robust for scale

Detailed and Comprehensive training sessions were conducted and manuals provided for a quick level up of the brand team

CSAT thresholds were defined ensuring same levels of CX across channels

Current OMS was upscaled bringing in the entire fleet of stores in a seamless sync with the online operations



Replicating local search behavior online by implementing ML algorithm in the website search for incomplete and incorrect keywords

1.35 MN

visits/annum (2014)
Major traffic from North India



6 MN+

visits/annum (2020)
Penetration across India. South is more



Testimonial

“GreenHonchos has been our eCommerce team, managing end-to-end for years now. Significant upgrades in technology systems and digital marketing have chartered the steady growth path for the online business.”

Anupam Bansal
(Director – Liberty Shoes)

