

# Three ecommerce shops launched under the gun of a Black Friday deadline



## Opportunity

The pandemic quarantines led to a rise in home internet shopping. This was an opportunity for HNI's home office furniture brands, as office workers were forced to work remotely and needed to set up or refurbish their home office.

One challenge was the timeline - to launch the websites in just 51 days in order to accommodate HNI's need to be open in time for the Thanksgiving/Black Friday shopping weekend.



## Imagining IT Differently

Hexaware and HNI Corp collaborated on a new ecommerce platform to sell furniture directly to consumers and businesses across three brands.

Hexaware had to outfit the websites with a suite of features to compete with other online storefronts, with white label features and a human-centered design philosophy. That meant creating and integrating features like:

- Product recommendations
- A review system, and
- Post-purchase support.

One thing that helped Hexaware and HNI to meet the aggressive deadline was to keep a common code base for all three websites.



## Future Made Possible

HNI's brands which had an immediate benefit from the new business-to-customer ecommerce shops included HNI's HON, HON | Basyx, and Allsteel.

This is a standout example of digital transformation and adaptation that was a direct consequence of the pandemic.

With a successful launch, HNI and Hexaware will move forward with a multi-year plan to enhance and expand the ecommerce platform with planned features like a 3D-visualization tool that lets users virtually decorate their homes before buying.



# Three ecommerce shops launched under the gun of a Black Friday deadline

