



Harvey Nichols achieves substantial growth in international online conversion rates

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Iconic British retailer partners with cross-border ecommerce solutions provider, Global-e, to enhance international online growth

London, 17 June 2019: Luxury department store Harvey Nichols has seen a surge in cross-border online sales through its partnership with the leading cross-border ecommerce solutions provider, Global-e. The renowned retailer has chosen Global-e to support its effort to drive online growth in over 170 markets worldwide by optimizing the shopping experience on their site, whilst upholding their high standards of customer service.

Global-e's technology-based solution has made it possible for Harvey Nichols to offer online shoppers worldwide a seamless shopping experience including a localized checkout available in 21 languages, guaranteed duties and tax calculations and a pre-payment option, a wide range of popular local and alternative payment methods and a variety of attractively-priced shipping options as well as a convenient returns process. With Global-e's advanced capabilities, the retailer can now tailor its offering according to its marketing strategy for each market, including local pricing supported in more than 95 currencies.

In just 4 weeks, Harvey Nichols has seen impressive results from this partnership, significantly growing its international ecommerce conversion rates.

James Henry, Head of Multichannel Operations at Harvey Nichols, said: "Providing our international shoppers with a seamless and localized shopping journey, same as for our local UK shoppers, is vital for us in order to further drive our international online sales in a sustainable manner. To support this growth strategy we were looking to implement an advanced cutting edge cross-border ecommerce solution, with an impeccable track record supporting leading global brands and delivering sustainable growth. Therefore, partnering with Global-e was the right decision for us to make. One of the key factors that makes Global-e stand out is their unparalleled local market best practices and know-how, which alongside their technology and experience, has already led to a fantastic boost in our international conversion rates."

Nir Debbi, Co-Founder and CRO at Global-e, said: "As more consumers worldwide become comfortable with shopping for luxury online, there is a huge potential to increase sales by opening up this opportunity to international markets. Savvy retailers such as Harvey Nichols understand that the key to capitalizing on this major growth opportunity is tailoring the international online offering to local markets' characteristics and shoppers' preferences. It's a real privilege to be chosen by such an iconic retailer to support their journey to ecommerce excellence and we look forward to delivering even greater international gains for Harvey Nichols in the future."