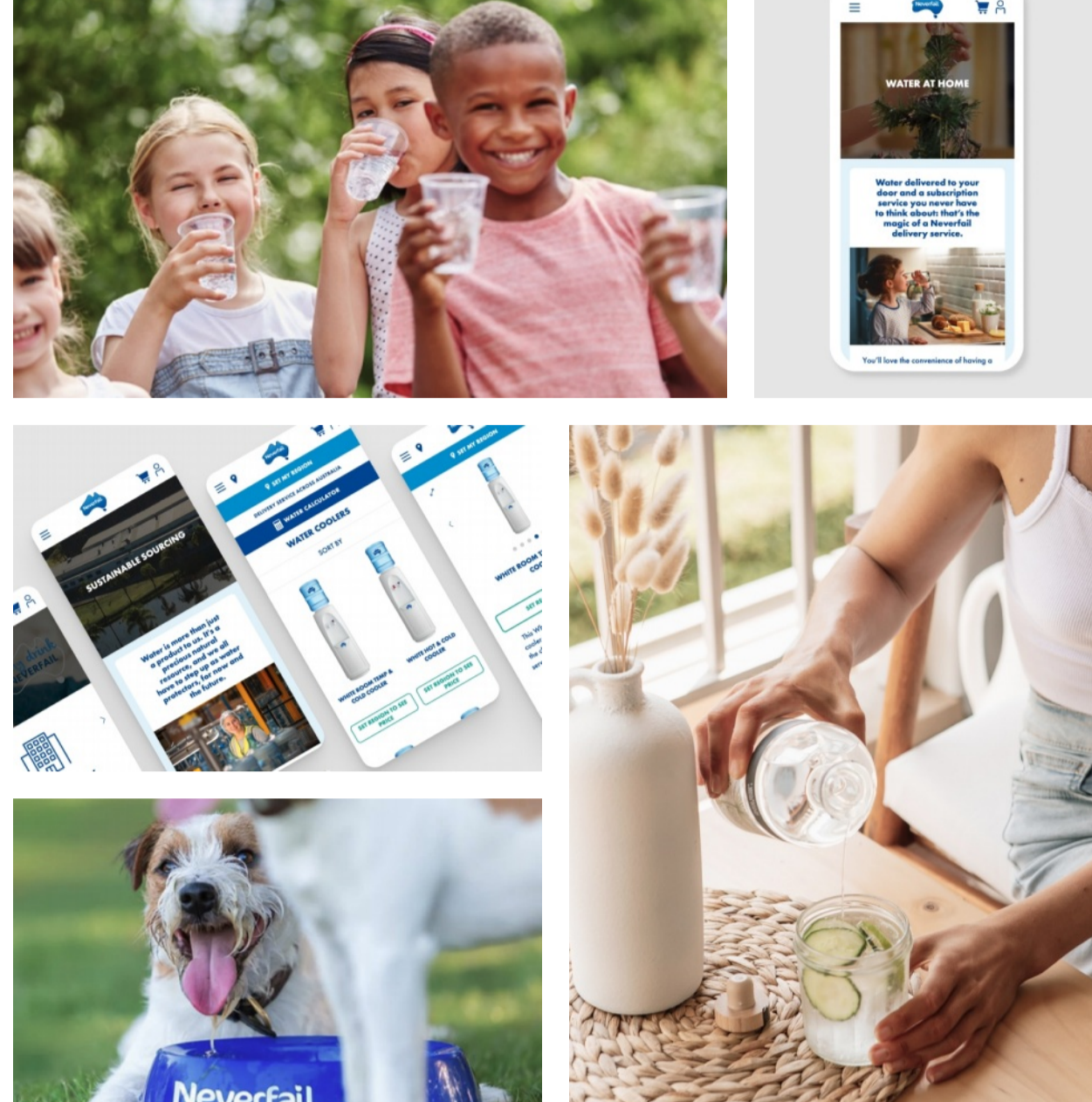




An eCommerce relaunch to drive profitability

Since beginning operations in 1987, Neverfail has grown to become "Australia's number one spring water cooler brand". The company connects with 70,000+ customers and 130+ independent owner-drivers across Australia. Neverfail sustainably sources, bottles, and delivers the highest quality on-call hydration to Australian homes and businesses.

The growing company wanted to drive revenue and profitability by relaunching its eCommerce platform. So, after an extensive RFP process, they partnered with eWave - a global commerce innovator.

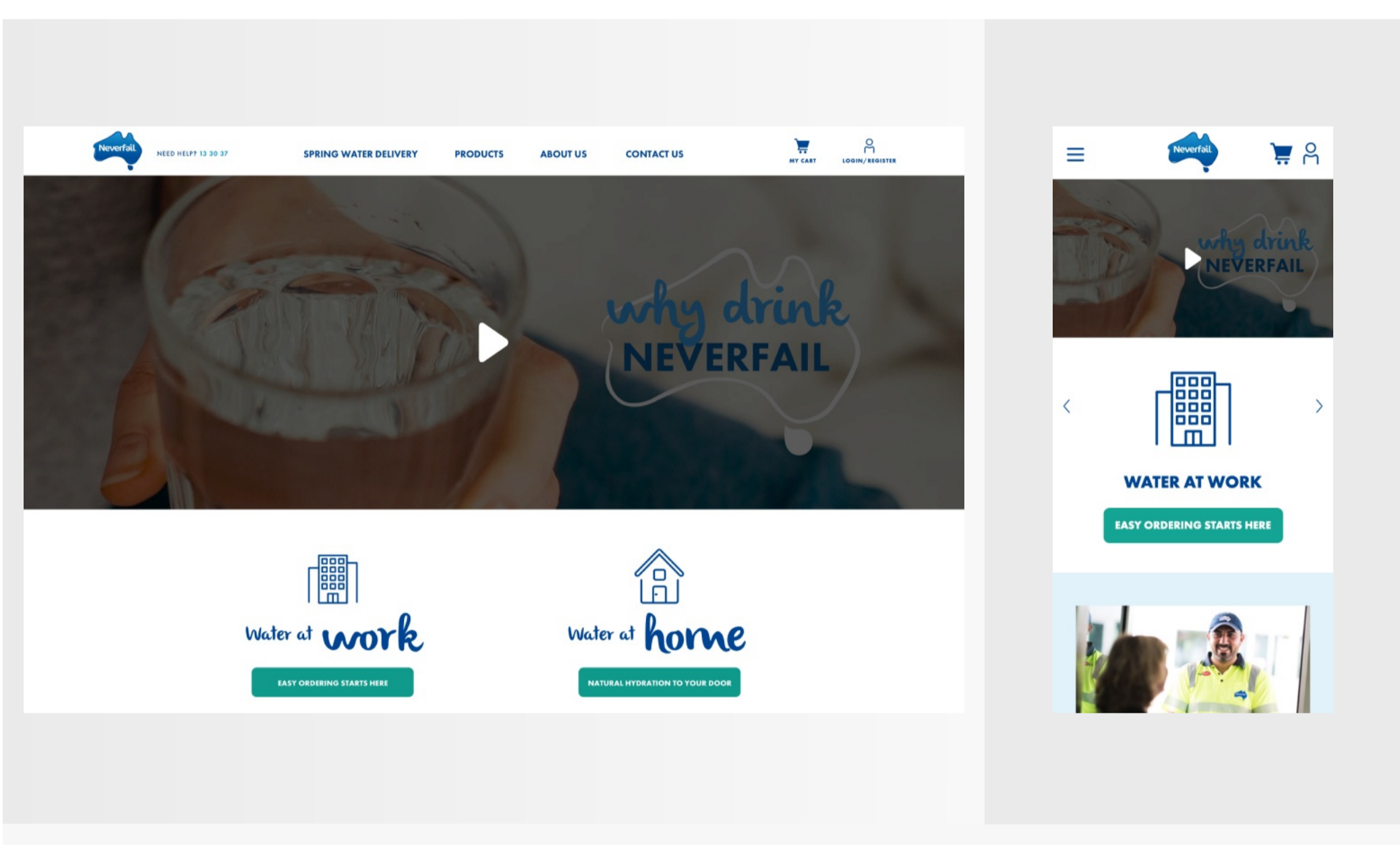


CHALLENGES

Overflowing with opportunity to enhance the customer experience

01
Neverfail's previous website was impacting sales. The outdated site suffered from a confusing user experience. It was a clear signal to address various technology and business challenges.

02
Neverfail needed to simplify the online journey to increase basket size and customer lifetime value.



STRATEGY

Quenching Customers' Thirst for Seamless Service

It was clear the company had to reinvigorate customer acquisition and retention strategies.

The company set out to strengthen residential and commercial (B2C and B2B) customer experiences and enable digital self-service. A tailored approach for each customer segment would be key.

Neverfail also wanted to improve process efficiency. By reducing time-consuming and labour-intensive administration, it could relieve strain on the call centre.

EXECUTION

A Refreshing Online Experience

eWave took a customer-first approach with its proven service design methodology. The team formed a deep understanding of Neverfail's challenges. They engaged the whole business, including stakeholders, customers, and even spent a day on deliveries with drivers. This 360-degree approach brought a full appreciation of end-to-end processes and obstacles. eWave then developed customer journeys and strategic roadmaps focused on customer experience outcomes.

01
eWave deployed a Magento 2 solution, integrated with SAP payment systems, Braintree/Paypal payment gateways, and Mulesoft middleware. All while connecting to a legacy ERP system that introduced complex logic challenges.

02
The online experience has been dramatically improved. Subscriptions now give customers complete control of products, deliveries, and time-based order regulation. New upsell and cross-sell functionality delivers enhanced buyer experiences. Online multi-location account management also adds streamlined administration of users, accounts, and invoices. As a result, the call centre is now freed up to be a value-add service.

03
Products and pricing are now presented by region with pre-login (postcode) or post-login functions that power accurate information and tailored experiences. The eWave team also custom-built a water calculator that determines order needs for each customer's business.

Since implementation, Neverfail has enjoyed increased customer acquisition and retention with boosted customer lifetime value.

SERVICES

Exceptional customer experiences

Strategy

ST

- > Consulting
- > Customer Research
- > Competitor & Market Research
- > Business Case Analysis
- > Technology Selection
- > Ecosystem Design

Experience

EX

- > Service Design
- > Customer Journey
- > UX Design
- > UI Design

Delivery

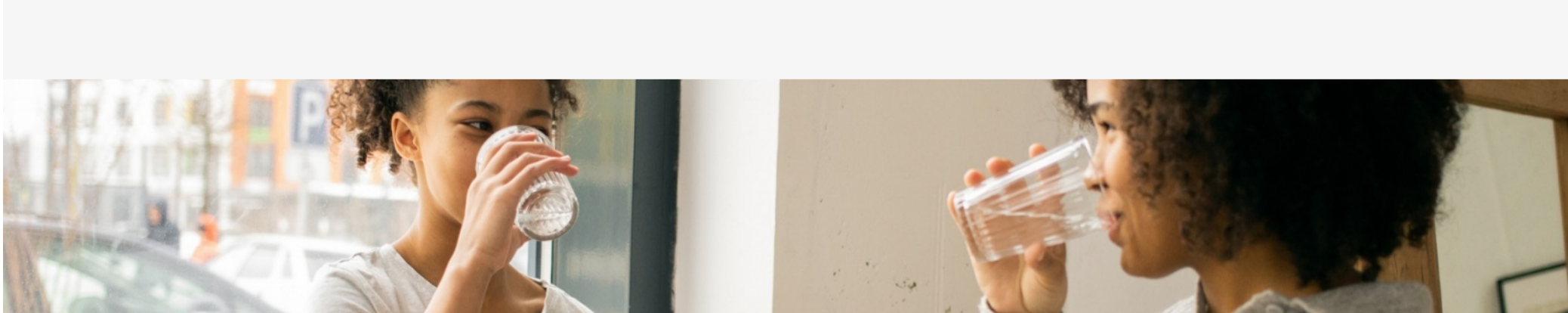
DE

- > Commerce
- > OMS
- > PIM
- > System Integration

Growth

GR

- > 24/7 Care
- > Maturity Model
- > Experience Optimization



RESULT

Increased customer acquisition, retention, and lifetime value

Launched to 70,000 B2C and B2B customers

• Sales doubled every 3 months for the first 1.5 years after launch

• 100% increase in subscriptions

Unlock faster online growth for your brand

Schedule a 30 min discovery session.

[BOOK A SESSION](#)

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