

How is Augusta Sportswear Brands driving digital sales with seamless customer journeys?

Augusta Sportswear Brands provides custom sporting uniforms across the US, streamlining the customer experience by offering all its brands from one online store.



Migrated to a single, centralized instance of IBM® WebSphere® Commerce



Reduces numbers of customers placing orders over the phone, cutting cost per order



Enhances the digital experience, driving a 4% rise in the number of online visitors



Creates new up- and cross-selling opportunities, contributing to a 5% increase in digital sales

