



CASE STUDY: FRENCH CONNECTION

24 January 2022

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FRENCH CONNECTION

Shopify Plus eCommerce / Options Integration Project

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FRENCH CONNECTION

Case Study

Shopify Plus eCommerce / Options Integration Project

French Connection designs, produces and distributes designer clothing, accessories and homeware for men, women, and children worldwide.

The Project

To integrate their four new Shopify Plus eCommerce websites:

[French Connection UK](#)

[French Connection US](#)

[French Connection EU](#) and;

[Great Plains](#)

with Options, French Connection's existing customer service & warehouse fulfilment solution.



The Requirements

To integrate the four new Shopify Plus eCommerce websites with Options. The requirements were split into stages, priority one integrations included:

- Order feeds
- Stock feeds
- Returns information

Technical Documentation was also required detailing the:

- The new integrations between Shopify and Options
- The whole solution (following delivery of the new integrations).





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The Challenge

Integrating with a bespoke system to a challenging timescale, at the busiest time of year was not going to be easy, but the KFA Connect team were determined this would not affect the success of the project.



Options has worked well for French Connection for many years; however, the solution did not integrate with Shopify Plus.

We approached this phase of the project in a logical way. By asking the right questions in order to familiarise ourselves with the Options solution and to learn how best to push and pull data from the solution.

The project success would rely on many different teams working closely together, the Options team, the Shopify Plus partner, Velstar and the wider French Connection team.

The project was time sensitive with tight deadlines. French Connection's go-live dates were planned so that all four of the new websites and the relevant integrations were live in time for Black Friday.

The KFA Solution

KFA spent time to gather full customer requirements, quickly gaining the knowledge of how the Options solution was used within the business.



It was decided that the best approach would be to implement and utilise BPA Platform (an automation toolkit from Codeless Platforms) to integrate the new Shopify Plus eCommerce stores with Options.



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KFA developed tasks in BPA Platform to allow the following data to pass between the systems:

- Orders from **Shopify Plus (4 sites) > Options**
- Order updates from **Options > Shopify**
- Returns from **Options > Shopify**
- Returns/Refunds (response message) **Shopify > Options**

In addition to the tasks written in BPA Platform, KFA Connect also wrote bespoke code to send stock information from **Options > Shopify** - to ensure stock levels are accurate in the eCommerce sites.

KFA provided project management & full documentation to support the delivered solution, project status reporting, development and test of new integrations.

The Outcome

The KFA team developed a good working relationship with the customer, and with the other external provider's teams at Options and Velstar.

The four Shopify Plus websites went live with a staggered approach and were monitored closely to ensure the transition was smooth.

The sites were all live in time for Black Friday/Cyber Monday sales in the US, UK and EU.

The project was a success, the solutions were delivered on time and to budget.

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The Future

The KFA team are now discussing additional integrations with French Connection to include:

- EDI feeds.
- Replacing an existing event-driven process automation and job scheduling tool.
- Assisting in the implementation of delivery management software. Shopify POS implementation
- Integrating their IBM i system.

Customer Comments

"Integration with our backend systems was absolutely critical to the success of the website replatform for the French Connection group.

From those initial conversations about our unique challenges, all the way through to post go-live support, KFA Connect have provided great knowledge, a positive and flexible solution driven approach, and delivery of a high-quality programme of work.

It has been an absolute pleasure to work with the team at KFA.

It was refreshing to partner with an organisation who were committed to learning how our business works and finding solutions that added real business value.

We look forward to working with KFA on future projects at French Connection."

**Stuart Hart – Head of IT
French Connection**