

1001listes

Website overhaul improves customer service and sales

Created in 1999, 1001listes was the first "à la carte" online wedding gift registry in France. Since then the company has grown considerably and, in the summer of 2000, began extending its services to cities such as Lyon, Marseille, Strasbourg, Bordeaux, Lille, Montpellier, Toulouse, and Nantes. In addition, 1001lists expanded its registry service to include registries for a variety of special events.

THE CHALLENGE

In the spring of 2000, 1001listes decided overhaul its website to make it more comprehensive and widely accessible to all users. The proposed overhaul would address issues such as event viewing and organization, site and invitation management, as well as other payment and product options.

1001listes leveraged its existing relationship with CGI to help build a reliable, easy-to-maintain website.

THE SOLUTION

CGI developed a new version of the 1001listes.fr site by applying an innovative solution—CGI's component-based system, which would allow users to view a gift list, organize an event, buy gifts, and make payments online.

CGI coordinated, within prescribed deadlines, the delivery, accounting verification, and integration of all interface elements produced by different vendors, including the design, online payment functionality, logistics for the delivery of packages, hosting, etc. The project began in June 2000, and the site went "live" in November.

THE RESULTS

The new version of the 1001listes site was fully developed and "live" within five months. By the end of 2001, 1001lists.fr successfully managed 700 wedding gift registries. Additional benefits included the following:

- An open-ended, user-friendly site that is can be expanded
- Improved management and processing of information

For more information, please contact us at info@cgi.com or visit www.cgi.com

CASE STUDY

RETAIL

"Working with CGI has proved to be efficient. They were able to meet our expectations by developing an open-ended site that can be expanded. Now we must ensure management of the information volume to be processed and develop an accounting function on the site."

Marie Treppoz, director of marketing, 1001listes