



CUSTOMER STORY INTERFLORA UK

How Interflora UK modernized eCommerce to digitally bloom in only 9 months



Founded in 1923, Interflora UK is a flower delivery network that crafts one-of-a-kind bouquets and delivers beautiful gifts across the United Kingdom and internationally. The company has blossomed into one of the world's largest flower delivery networks and prides itself on the bespoke blooms and floral arrangements handcrafted by 900 local artisan florists.

As a 100-year-old business, Interflora UK underwent seasons of technological transformation, from telegrams to phone orders and now eCommerce, always adapting to the latest ways of serving customers up to this day.

Markets	Headquarters	Industry	Business Mode	Worked with Partners
2	Sleaford, United Kingdom	Retail	B2C	Gradient Edge, Profound, Amplience, Algolia, Pimberly, Worldpay

20%

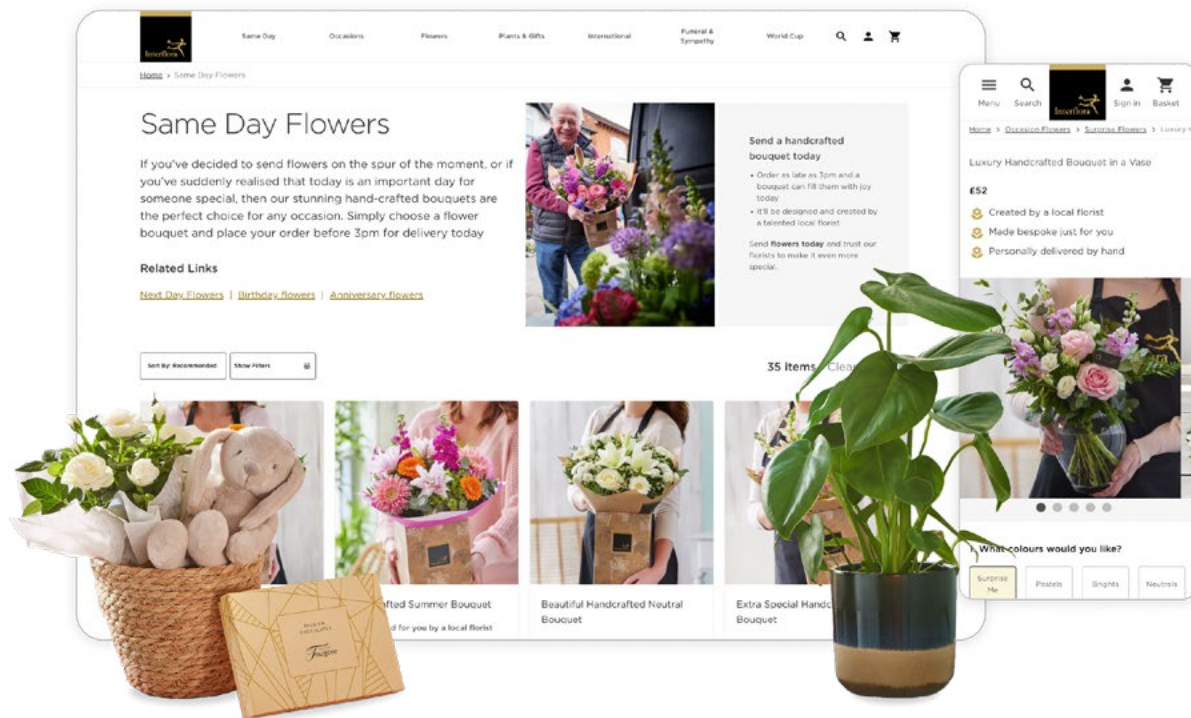
reduction in annual hosting costs

0

downtime since launch across 3 webshops

9

months complete implementation, delivered on time



The Challenge

As a first mover in online ordering for flowers and floral gifts, Interflora UK invested early in eCommerce with an in-house built platform. As the years went by, the company's homegrown infrastructure became rigid and expensive, with the company maintaining a costly year-round high-availability hosting service to accommodate just three seasonal spikes: Valentine's Day, Mother's Day and Christmas.

With three consumer-facing webshops (Interflora UK, Interflora Ireland and Flying Flowers), two of which were based upon custom-built Perl reaching end-of-life and another on a Java platform, the company's eCommerce landscape was scattered and lacked mobile responsiveness. The company also found it increasingly difficult to adapt, customize and operate its eCommerce infrastructure. As a result, it became harder to meet customer expectations, which started to impact the bottom line.

To deliver on the company's promise to create not only gorgeous blooms but also stunning customer experiences, Interflora UK decided to undergo a digital transformation process. The main priorities included addressing technical requirements to boost its online shopping as well as SEO performance. At the same time, the company wanted to adopt a modern commerce stack and achieve technological self-sufficiency and upskill teams to, ultimately, accelerate development and innovation.



The Solution

After a technical discovery process, the team at Interflora UK realized that a composable platform would be the right solution to create responsive customer experiences, instantly serve multiple channels and reduce hosting costs. The flower specialist chose to modernize its aging architecture following the principles of MACH® for all components of its tech stack.

The first step of this digital transformation started with a pilot project to test and prove technology choices enabled by Gradient Edge's Composable Commerce Keystone Accelerator. During this process, Interflora UK tested how the best-of-breed solutions could be integrated via a GraphQL aggregation layer, and subsequently validated key design decisions, such as how to incorporate personalization and frontend management.

After three months of running the MVP (minimum viable product) phase, the company replatformed its three webshops in only six months with a modern tech stack that includes **commercetools Composable Commerce**, Algolia for search, Amplience for CMS, Worldpay for payments and Pimberly for PIM — all seamlessly integrated via cloud-native architecture powered by Microsoft Azure. Crucially, integrating all best-of-breed vendors was achieved according to the project's estimated timeline of nine months and within budget, including the decommissioning of the legacy stack and its related costs.

Why it was a success

With a modernized tech stack combining the best components for every step of the customer journey, Interflora UK has improved its website performance and mobile-first customer experience significantly, as well as boosted organic page views due to an SEO revamp. The company can now design new campaigns in days, not weeks — leading to increased and faster sales conversions.

The company reduced its annual hosting costs by 20% by moving from an in-house hosted solution to a multi-site, multi-tenancy SaaS offering. With a cloud-native infrastructure, Interflora UK eliminated site downtime and can now handle online traffic peaks via a high-performance website across its three webshops.

On the technical side, the innovation frequency accelerated with bi-weekly sprint releases and the agility to deploy changes in hours instead of days or weeks. Plus, the extensive knowledge transfer across partners and in-house engineering means Interflora UK's team has achieved self-sufficiency to manage and evolve their digital commerce in the years to come.



What we have all achieved in this project over the course of a year has been nothing short of monumental! To have built and launched the full tech stack we have in nine months is truly amazing.

— **NATHAN YOUNG**
IT DIRECTOR, INTERFLORA UK

commercetools features for Interflora UK



Checkout

Faster checkouts with locale-based pricing, discount rules and more.



Product catalog

Consolidation of commerce data from 3 brands onto a single platform.



Promotions

Personalized promotions, campaigns and monthly subscriptions are implemented faster than ever.



commercetools

About commercetools

commercetools founded the headless commerce concept, and is the industry-leading composable commerce platform enabling brands to adapt and lead evolutions in digital commerce. commercetools provides its customers with the agility and tools needed to innovate and iterate on the fly, merge online and offline channels, take advantage of new markets, drive new and higher revenue-generating opportunities, and future-proof their eCommerce business — without incurring technical and operational risks.

Today, commercetools is trusted by some of the world's most iconic brands including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group and many more. To learn more, visit [commercetools.com](https://www.commercetools.com).