

# How Simons protects \$9M in ARL and resolves 65+ critical issues annually



## Industry

Bridal Retail

## Company Size

4,000-5,000

## Key Markets

- \$9M in annual revenue protected
- 65+ critical errors resolved each year
- 873 issues flagged within the first week

## Interviewee

**Yannick Vial**

Sr. VP of Digital Development & Unified Commerce



## Challenge

With nearly two centuries of retail heritage, Simons is known for delivering a flawless in-store experience. Bringing that same consistency online was harder.

The biggest hurdles:

- **Reactive issue management** — most friction points were only found after customers complained
- **Revenue blind spots** — the team knew friction hurt sales but couldn't measure the financial impact
- **Risky releases** — updates sometimes introduced new issues, jeopardizing checkout and product pages

“We needed a solution that could detect issues before our customers did. Our goal was simple—deliver a flawless experience from browsing to checkout.”

Yannick Via | Sr. VP of Digital Development & Unified Commerce, Simons

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## Solution

Simons turned to Noibu's ecommerce monitoring and conversion intelligence platform to move from firefighting to proactive protection.

Noibu enabled Simons to:

- Detect friction in real time before they disrupted transactions
- Quantify revenue at risk so fixes could be prioritized by business impact
- Strengthen release confidence, ensuring new features launched without customer disruption
- Empower customer service teams with Help Codes and session data for faster resolution

**“When we do a release, we really count on Noibu. If there's an issue, we'll know instantly and can address it before customers are affected.”**

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Yannick Via | Sr. VP of Digital Development & Unified Commerce, Simons

**“Noibu empowers the quality of the customer experience on the website by closing the gap and eliminating the risk of a bad experience. Noibu is really here to empower the quality of what's happening on the website. It's a game-changer.”**

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Yannick Via | Sr. VP of Digital Development & Unified Commerce, Simons

## Results

**\$9M+**

protected annually

**65+**

high-impact issues resolved

**873**

issues detected in first 6 days

Customer experience:

Reduced cart abandonment and smoother checkout flows.

Operational efficiency:

Less time spent on manual debugging, giving dev and QA more bandwidth.

Team alignment:

Shared visibility across engineering, QA, and CX teams.

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