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Customer-centered Bolia doubles revenue

Line Bering Larsen and Ed Kennedy/Bolia.com and Episerver

Bolia.com uses Episerver Digital Experience Cloud for in-store POS, B2C ecommerce, and B2B ecommerce for dealers and retailers

Bolia.com, a Scandinavian home decor and furniture brand has transformed how we create our homes by transforming how we shop. How? They've ended the traditional retail furniture industry by unifying their digital and in-store experiences and creating delightful and purchase-inspiring journeys for their customers. They're reaping the benefits of the transformation, too; in their 2016 report, Bolia boasted double-digit sales growth achieving $94 million in revenue.

Extraordinary experiences

So, what is at the heart of this strategy? For Bolia, it's about creating inspiring and immersive buying experiences whether their customer is browsing online, considering a purchase in a Bolia.com store, or visiting one of Bolia.com's many independent dealers. The primary cache being that consumers should get to "live as they choose," an empowering context for Bolia.com's affluent consumer base who chooses which of the 40 designers, 3 seasonal stories, and 500,000 product variations to create their home from. Bolia.com's International Marketing & 0mnichannel Director, Line Bering Larsen, puts it this way, "Our focus is fully on creating extraordinary experiences for our customers wherever we meet them."

Bolia.com's unified commerce strategy has three aspects:

1. Web experiences

2. In-store experiences

3. Dealer experiences

Web experience

Apart from being visually stunning and content rich, Bolia.com's site is extremely focused on combining design aesthetic and product assortment to inspire purchases.

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> Bolia.com has become a primary case for what is possible when you put customer experience at the center of your digital strategy. They've shown what a nimble and innovative brand can do with a scalable commerce solution like Episerver.
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> **Ed Kennedy, Sr. Director of Commerce, Episerver**

Episerver

Because Bolia.com's product specifications are synchronized between Episerver and Microsoft Dynamics, customers can design a made-to-order piece online and have it shipped to their home. The "customizer" experience also calculates delivery dates before assembly begins using data from Microsoft Dynamics AX. This made to order customizer experience is responsible for half of Bolia.com's online revenue.
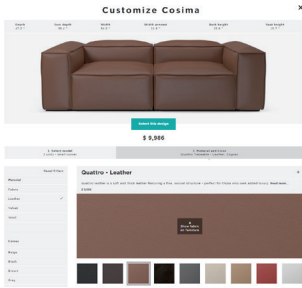
In addition to made-to-order purchases, Bolia.com also enables click and collect options for small accessories. Consumers can reserve lamps, stools, lighting, and other smaller items to be picked up in store which drives in-store foot traffic. When ordering, the customer can see the item is in stock at the desired store and pick up products within hours. This capabilitiy is possible because Microsoft Dynamics AX and Episerver have synchronized inventory records for each store.

Store experience

Bolia.com has also delivered several in-store innovations from their unified commerce solution. In-store associates utilize mobile devices that render the Bolia.com website while assisting customers visiting their physical locations. The Bolia.com website contains over 500,000 product variations available to the associate to share with consumers. In addition, associates utilize the website as their in-store point-of-sale system to place orders for customers including scheduling delivery of made-to-order products to the customer's home. Several other innovations have become possible by delivering a unified commerce solution. "What impresses me most about Bolia.com is how they've brought design concepts of simplicity and excellence to their technology implementation, skipping traditional data-silos and status-quo tech, in an effort to simplify technology that in-turn, simplifies the customer experience," says Kennedy.

"Bolia Chipcard" gets rid of cash registers and builds their customer data mine: The Bolia Chipcard feature enables in-store customers to pay with their credit card. However, the payment processing is completed through the Episerver website. One key benefit of this approach is that Bolia.com combines in-store and web purchase into a single customer profile which allows Bolia.com to further understand and analyze sales data. A second benefit is that Bolia.com avoids costly transaction fees that come with traditional point-of-sale terminals. Thus, in the first three months of the Bolia Chipcard launch, Bolia.com processed over $11M USD through their new payment solution.

Post-visit offers: Customers that leave the store without making a purchase will recieve a personalized offer via email from the associate who worked with them, including the specifications of the purchase they were considering, and a discount offer to incentivize sales. The consumer can then complete this purchase online, including scheduling their delivery. Offers that in-store associates send to customers after their visit are responsible for 29% of Bolia.com's online revenue.

B2B ecommerce

The third leg of their unified commerce experience is Bolia.com's B2B experience which supports home decor dealers in the Bolia.com network. Bolia.com dealers can place orders on behalf of consumers using the website. However, their specific dealer login provides them with unique pricing and customer information including suggested MSRP and margin calculations. If a dealer is conducting a design consultation with a client, he or she can hide the pricing from the product detail page to show the consumer the customized furniture design that will be delivered to their home. Dealers, like associates in Bolia.com locations, can send personalized offers post-visit to incentivize purchases. This solution allows Bolia.com to access new markets without adding significant capital expenditures.

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The new solution makes it easy to deploy our B2B platform in new markets and connect to retailers worldwide.

Line Bering Larsen, International Marketing and Omnichannel Director, Bolia.com

The result of this unified experience has been a 224% increase in revenue from dealers, adding 60 new dealers to their network in 17 countries.
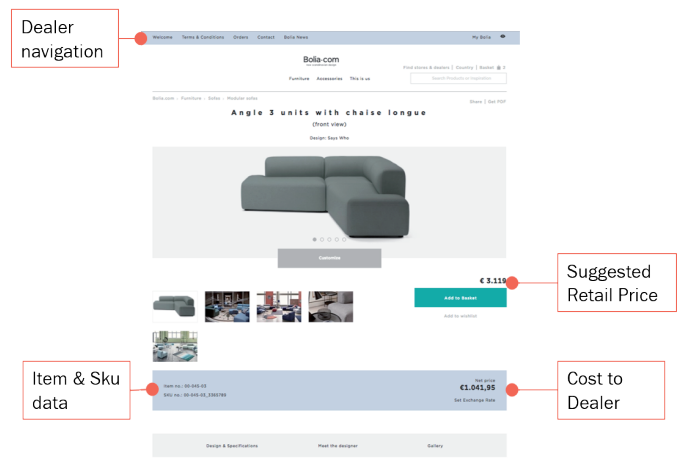
Getting from omnichannel to unified commerce with Episerver Digital Experience Cloud

Episerver Digital Experience Cloud was selected by Bolia.com and their agency partner, Vertica. Vertica worked closely with Bolia.com's team to craft the perfect experience, integrate Episerver with their Microsoft Dynamics AX solution, and deploy everything to the Azure cloud. The Bolia.com website is the central experience destination for desktop, mobile, and in-store experiences including product discovery and customer account management. Microsoft Dynamics AX is used to centralize all customer data, product data, and order data.

Running the solution on Azure has helped Bolia.com deliver the high fashion, luxury experience they want. The Azure CDN allows Bolia.com to present high definition video and product images with high page load speeds and rendering times. This could not be handled in any other way. Furthermore, Bolia.com is a large consumer of system resources because they have high traffic peak times combined with a large product catalog assortment. Also, because the website is the basis of the entire business of Bolia.com in the physical stores, B2B and online, any down-time is unacceptable. This can only be achieved through Azure.

Since launching the new solution, Bolia.com's overall web conversion rate has increased 12% and mobile conversion rate has increased 58%.

Episerver Solution Review

Digital Experience Cloud service, Microsoft Dynamics AX

Episerver Digital Experience Cloud and the connector for Microsoft Dynamics AX enable businesses like Bolia.com to create exceptional omni-channel commerce experiences, that combine digital, in-store, and customer service experiences.

It's easy to get stuck in lengthy and costly system integration projects that fail to deliver business value. Cut through the complexity and lower the barrier to a great omnichannel experience by leveraging your Microsoft Dynamics AX environment. The solution includes a fully functional starter site built specifically for omnichannel retail, with modern ecommerce best practices readily available.

Quick Facts

- 56% increase in mobile revenue after launch
- $11M processed in first 3 months with Chipcard
- 224% increase in revenue from dealers
- 12% increase in overall web conversion rate
- 58% increase in mobile conversion rate

Bolia·com
new scandinavian design

About Bolia.com

Bolia designs and sells furniture, but it is not an ordinary furniture company. Bolia is a design company that puts creativity at the heart of everything they do.

www.bolia.com

Episerver Solution Partner

VERTICA

About Vertica.

Vertica specializes in B2B, B2C and m-commerce, building integrated ecommerce solutions for large organizations with Episerver Digital Experience Cloud.

www.vertica.dk

We are Episerver

Episerver Digital Experience Cloud helps you deliver experiences that matter to your customers, while driving sales growth for you. With 8,800 customers in more than 30 countries, we influence $18BN in omnichannel revenue, and have a thriving community of 34,000 developers.

For more information on Episerver Digital Experience Cloud™, find us at www.episerver.com.

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