AOE — the open web company

STOCKMANN

Case Study: Stockmann
Omnichannel Commerce across all Channels

E-Commerce with automated product relevance sorting

High product relevance through automatic product sorting on category pages based on business rules, relevance criteria and anonymized user behavior.

Connecting local retail stores with digital services

Sales personnel with tablets in stores have further information about products. Staff can inform customers about product availability, upcoming products, etc.

Enterprise Search and branded Shop-in-Shops

Powerful search function with faceted search, autocomplete and filters enables relevant product- and search results pages as well as shop-in-shop pages.

The Challenge: Dynamic E-Commerce Platform

To meet the growing customer demands, Finland's largest retailer Stockmann required a sophisticated and future-proof E-Commerce platform. Focus was on presenting highly relevant products including superb campaign management, providing an advanced search and connecting local stores to Stockmann's digital world.

"We highly appreciate AOE as a development partner. Their professional attitude and pure interest in our business and goals have been impressive. We can warmly recommend AOE as a business partner."

Sari Enckell-Jylhä
Omnicommerce Development Manager
Stockmann

E-Commerce Features and Product Data connected

Stockmann's new online store was built with the E-Commerce platform Magento. For its search engine, Stockmann chose the AOE product Searchperience, which was closely linked to the product database. Key features:

Dynamic Navigation automatically adapts to current product inventory. Unavailable products are not displayed until they are available again.

Automatic Product Sorting within the category pages based on business rules, relevance criteria as well as anonymized user behavior.

Campaign Management allows fast and easy campaign and landing page setup for target groups with appropriate product offerings.

Advanced Search: Offers autocomplete, faceted search and numerous filter options across all channels in the shop, blog and mobile app.

Customer Loyalty: Options to provide benefits such as special offers or discounts to loyal customers.

Shop-in-Shop: dedicated brand shop and seasonal content pages with individualized look-and-feel containing selected products.

Business Benefits:

Sophisticated selling through sales staff with tablets

Local sales assistants in stores have tablets with access to additional product data, thus being able to provide further product information, upcoming products, availability online and at other locations.

Higher shopping cart value

Automated product sorting through closely interconnecting product data, business logic and user behavior achieves a high degree of relevance on product- and search results pages, leading to fuller shopping carts.

High-performance E-Commerce platform

Central management of shop pages. The completely automated, scalable IT handles the strongly fluctuating traffic loads of the campaign business with ease.

Omnichannel Customer Experience across all Channels

Combining the local department store business with digital information and online shopping transforms the customer journey to an Omnichannel Commerce experience across all channels.

Automated page-updates based on real-time data

Dynamic navigation guarantees pages are up-to-date with optimal user experience at all times, without the need for editorial resources. Products not available aren't displayed, empty categories are automatically hidden.

Relevant Landing Pages and Brand Shops

Brand worlds and thematically focused product pages are ideal landing pages for targeted marketing campaigns. The dedicated pages with individualized look-and-feel can be created within a very short time.

The Result: Connecting online and offline for a complete Omnichannel Commerce Experience

With the powerful and scalable E-Commerce platform, embedded in a sophisticated IT infrastructure, Stockmann has received a high-quality and future-proof solution, which ensures up-to-date product data in real-time, and an optimal customer experience.

But the E-Commerce solution is more than a high-quality online shop – it is the connection of digital services with local businesses. The customized solution combines the advantages of local brick-and-mortar stores with a multitude of digital options. The use and combination of the advantages of both worlds strengthens the long-term position Stockmann's department stores offering as inspiring shopping experience.

ABOUT STOCKMANN

Stockmann, established in 1862, is a Finnish-listed company engaged in the retail trade. It has almost 50,000 shareholders and approximately 8,000 employees. The Group's revenue in 2016 was EUR 1 303.2 million. Stockmann has eight department stores operating in Finland and in the Baltic countries.

LINKS

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