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Sabine Bönisch,
Solution Design Manager,
BSH.

Customer Since:
2014

Website: www.bsh-group.com

Industry:
Consumer Goods

Favourite Feature:
Sales Conversion Reporting
Insights

BSH Optimising Their Ecommerce Strategy With Buy Now Technology

With global revenue of over €13.1 billion and ranked as the world number two in the appliances sector, BSH is leading the way with great brands such as Bosch, Siemens, Neff, Constructa, plus many more. BSH continuously strive to improve the quality of life for their consumers, providing products and services that meet the changing lifestyle trends and innovations in the market.

In 2014, BSH saw an opportunity to advance their eCommerce strategy by focusing on digital transformation across the organisation and advancing their Buy Now technology solution. “At the time we had a Buy Now solution in place with another provider, however we knew we could get a better solution with more advanced insights and crawler functionality and ChannelSight offered that,” stated Sabine Bönisch, Solution Design Manager, BSH.

Putting the customer at the heart of everything they do, BSH knew that providing a better online consumer experience and getting more detailed conversion insights was key to firstly convert online consumers with high purchase intent and secondly, to support their retailers in growing sales around the world.

“We knew updating our Buy Now solution would empower our organisation with more detailed insights. This was key for us in supporting our business strategy and future growth plans,” said Sabine.

Powerful Performance Insights At The Click Of A Button

ChannelSight’s Buy Now solution has provided BSH with a powerful reporting and insights tool. Quick and easy access to advanced reporting has empowered management for future planning, to ensure an optimal eCommerce strategy is in place.

"The technology is super easy to use and we can easily access retailer data. The level of conversion and comparison insights available to us now is vast compared to what we had before," stated Sabine.

For BSH quick and easy access to marketing performance data was key for a winning strategy. And, having dashboards that visually represent this data enables BSH to easily compare and improve the sales performance of their individual products.

An Improved Consumer Experience Influencing Online Sales

In the whitegoods industry where offline purchasing and product investment are high, providing a streamlined online customer experience is of huge importance to meet consumer expectations and to encourage more online purchasing of goods.

"For the end consumer we wanted to offer relevant information, at the right time, when researching our products that would in turn influence retailer sales. We also wanted to minimise the number of steps it took for consumers to purchase our products online" said Sabine.

Adopting Buy Now technology has not only enabled BSH to transform the online consumer experience but it is helping to build stronger retailer relationships and drive a digital mind-set across this sector.

"We are promoting digital transformation in a sector where traditionally consumers are not used to purchasing online. Buy Now technology has enabled us to further strengthen our relationships with retailers by providing performance insights that support our case to focus and provide the online consumer with a better experience," said Sabine.

Future Proofed Solution With Leading Innovation

With eCommerce technology evolving at a rapid pace, a top priority for BSH is to ensure they stay ahead of the game in adopting new digital technologies. BSH knew with ChannelSight's innovative approach they could do great things together.

Benefits

- ✓ Powerful insights at the click of a button
- ✓ An improved consumer experience
- ✓ Top class customer service

"In 10 years' time the eCommerce landscape will no doubt have changed immensely but we're confident ChannelSight will have evolved their technology to ensure they stay ahead of the game.

Similarly, with their quick and easy implementation and vast reach and variety of retail partners, we know that evolving and expanding our solution across other markets will not be a hard task," stated Sabine.

Top Class Customer Service

ChannelSight's customer success approach has been a big hit with the BSH team. At ChannelSight the top priority is to ensure all customers optimise their Buy Now solution to get the best return on investment and BSH have experienced that first hand.

"We really enjoy working with the ChannelSight team. For BSH, managing a lot of digital solutions across the global organisation, it's important that we can rely on our suppliers to deliver to high standards and ChannelSight do exactly that," said Sabine.

"Would I recommend ChannelSight? Yes of course, the technology is great and the people are fantastic. Managing many global solution providers on a daily basis we need to be confident that suppliers are reliable, responsive and understanding to our needs. ChannelSight ticks all these boxes. We have a very strong working relationship and the ChannelSight team are always at hand to ensure we innovate and optimise our solution to get the most from our investment," stated Sabine.



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