



# Ensuring the best customer experience with new tools and the latest technology

## *Belysningsdesign B2C/B2B Platform Case Study*

Founded in 2006 Belysningsdesign has a long history in the industry and is one of today's leading online lighting stores in Scandinavia. With an active customer base of nearly 48 000 buyers, Belysningsdesign has taken a unique position on the market offering a wide variety of brands in a broad price range. Belysningsdesign started well before e-commerce had a breakthrough, and has always aspired to be the most customer-oriented business selling lighting in Scandinavia.

Belysningsdesign focuses on putting user experience at the head of the table. A new system with a web platform allows the company to meet that goal as well as to adapt to future e-commerce business needs.

## Goal

Belysningsdesign strives for being the leading player in its e-commerce segment by offering the most convenient online stores and utilizing an omni-channel strategy for the most inspiring product range of own brands as well as external ones. The company set out to achieve a rapid growth with a solid platform and infrastructure to support it.



“Our vision is to offer the best lighting on the market at an affordable price and to make sure that our customers will have a good user experience”. - says **Christoffer Iveslätt, Marketing Manager at Belysningsdesign**

The overall objective was to create shareholder value through confident growth in profits by expanding the existing online stores, both in terms of product range and technical CX functionality, and be well positioned to benefit from the ongoing shift from traditional retail to e-commerce.

## Challenge

- One of the most time-consuming tasks for the company was product content and therefore they wanted to refine the process and make sure that it goes as fast as possible without losing quality in their work.
- It was a challenging task to make sure that the content got migrated in a correct way and to get all the associations (cross-sell, up-sell etc) to the new database. Some integrations with Nav and Episerver have proven to be fairly time-consuming, but not impossible.

## Solution

- With the Virto Commerce platform, Belysningsdesign is now able to import content directly from Excel into their new E-Commerce system, which they found is one of the best ways to do it. Virto Commerce is fast, scalable and easy to use – these factors were extremely important to the company when choosing a partner for the years to come.
- Belysningsdesign has opted to implement the new system gradually and in parallel with their current solution at the time. That way the company had the possibility to try out the new solution and make sure that everything was working as expected, before making the switch completely. Their success story is based on working closely with the partners and on being very clear on what they wanted with the new solution and how they expected things to work - everything from processes to functionality.



## Result

When Belysningsdesign went live in 2006, the shop used a standard Web Platform (Magento), which served its purpose but had its limits for lighting lovers. A proprietary platform needed to offer customers and suppliers product presentations they expected, while keeping pace with rapidly evolving product range and company growth. Today, the Virto Commerce platform is the heart of Belysningsdesign and includes everything from store operations and customer data to purchases and suppliers. Belysningsdesign's digital literacy should be one of its driving forces.

“We are very happy with Virto and are looking forward to growing our business with this Platform. Our costs have been cut and are now at a decent level. We hope that our content team will be able to work faster and increase our assortment, which will in turn increase sales”. - says **Christoffer Iveslätt, Marketing Manager at Belysningsdesign**