



OVERVIEW

Kalevala Koru Oy (Kalevala Jewelry) is one of the largest jewelry manufacturers in Northern Europe. The company designs, manufactures and markets high-quality gold, silver and bronze jewelry and owns two high-level consumer brands: Kalevala Jewelry and Lapponia Jewelry. Kalevala Koru's first designs were created in the 1930s and during the decades following Kalevala Koru's modern and historical jewelry collections have become world famous. The company is owned by the Finnish Kalevala Women's Association who are devoted to preserve and advance the Finnish national cultural heritage.

KEY POINTS

Merchant: Kalevala Koru
 Industry: Jewelry
 Magento Edition: Enterprise
 Base Engine: Innovate
 Markets Served: Global
 Web sites: www.kalevalajewelry.com
www.lapponia.com
 Project Duration: 24 Weeks
 Project Budget: 800 Hours
 Number of Products: 5000 SKU's

95%

INCREASE IN TRANSACTIONS

120%

INCREASE IN REVENUE

10%

INCREASE IN AVERAGE ORDER VALUE

65%

INCREASE IN CONVERSION RATE

THE CHALLENGE

Kalevala Koru wanted to find a partner who would help to completely rethink the user experience and interface design of their eCommerce site and find a reliable platform to further grow their business in the global markets. They were in the process of rebranding and needed to incorporate the new modern look into the eCommerce experience they offer and make sure their content was clearly and elegantly laid out. There were three parts of the eCommerce project that had to be implemented: Kalevala Jewelry eCommerce site, incorporating the Kalevala Koru Oy company website and a separate eCommerce site for Lapponia Jewelry, mirroring the Kalevala Jewelry site.

THE SOLUTION

In 6 months Vaimo's project team delivered two completely redesigned and a fully responsive eCommerce sites in three languages - Finnish, English and German. One of the most important parts of the project from a business prospective was to make sure to automate data transfer processes as much as possible. The project included many Magento integration touch-points to backend systems like to - production, e-mail and bank systems. Vaimo also implemented a customer loyalty program which allows Kalevala Koru to provide better customer service and offers, making sure that their brand grows even further in the future. The new site also boasts an inspiration section which allows Kalevala Koru to excel at content marketing by creating stories of the products.

FEATURES IMPLEMENTED

- ✓ FULLY RESPONSIVE SITE
- ✓ MULTI- OPTION FILTER
- ✓ PRODUCT REPAIRS
- ✓ 3 LANGUAGES
- ✓ CUSTOMER LOYALTY PROGRAM
- ✓ CLICK AND COLLECT
- ✓ STORE LOCATOR
- ✓ DESIGNER PROFILES WITH PRODUCTS

* KPIs- 2015 first 6 months results compared to 2014

PROJECT DELIVERY

Vaimo delivered the Kalevala Koru project in 4 months and launched the Lapponia site only 8 weeks after that. Vaimo's UX team really enjoyed working on the design and user experience as they had a chance to visit Kalevala Koru's flagship stores to gather ideas and inspiration for the site. Vaimo's development team knew the pressure they were under to be able to help the brand in their new eCommerce journey in a limited time frame, so they really had to make sure that all the systems worked perfectly and testing of the sites was done thoroughly before they were launched.

“ *We were seeking more than just a solution supplier. We wanted a partner we can work together with and take Kalevala Koru's eCommerce business to the next level. We were impressed with Vaimo's international UX team - the workshops we had with them were very inspirational and professional. We chose Vaimo because of their proven ability to deliver projects in short timeframes and their first-rate UX and design proposal.*

Mikko Koskenoja, Ecommerce Manager at Kalevala Koru

FUTURE ECOMMERCE PLANS

Kalevala Koru is continuing to improve their online visibility and product discovery, additional delivery and payment channel integrations and marketing automation for even better customer experience in the future.

“ *Kalevala Koru and Lapponia brands are well known all over the world and we wanted to make sure we are able to offer our products to everyone who is interested in great design and beautiful jewellery. This is where Magento came in. Our previous site was not working for us because implementing new features and design was a slow process, Magento however is scalable enough to sustain our business needs. The time to market for our project ended up being only 4 months which really shows the flexibility of the platform.*

Mikko Koskenoja, Ecommerce Manager at Kalevala Koru

ABOUT VAIMO

Vaimo helps companies all over the world to achieve eCommerce success on the Magento platform. Vaimo is one of the top Magento solution providers and has delivered tailored eCommerce solutions to more than 400 brands and merchants. We pride ourselves in being certified Magento experts and offering full service eCommerce solutions that our clients can trust. We have an in-house team of 200+ specialists with offices located in 8 countries. Businesses choose Vaimo for best practice eCommerce.

CONTACT DETAILS

Vaimo
Mika Leno
Managing Director
T: +358 50 372 5520
E: mika.lenov@vaimo.com

Kalevala Koru
Mikko Koskenoja
Ecommerce Manager
T: +358 40 553 8322
E: mikko.koskenoja@kalevalakoru.fi