CASE STUDY: BJÖRN BORG

VAIMO
CORE OF COMMERCE

OVERVIEW

Björn Borg is a global firm, established in 1997, producing and selling underwear, loungewear, socks, swimwear, sportswear, footwear, bags and fragrances.

Björn Borg wanted to make its eCommerce site more user-friendly, improve the checkout-process and make the site more cost-effective. The company selected Magento as it was recommended by other eCommerce companies and selected Vaimo, due to Vaimo's extensive knowledge and expertise in eCommerce.

KEY POINTS

Merchant: Björn Borg
Industry: Apparel
Magento Edition: Magento Enterprise
Base Engine: Innovate
Markets Served: around 20 offline markets, while their eCommerce market is global
Website: www.bjornborg.com
Project Hours: 1570 hours
Project Duration: 23 weeks

4,000
VISITORS PER DAY

50%
IMPROVED CONVERSION

15%
DECREASE IN CART ABANDONMENT

25,000
NUMBER OF PRODUCTS

THE CHALLENGE

Björn Borg's aim was to improve the navigation and ease of use of its eCommerce site for customers as well as improving the cost-effectiveness and management capabilities for the in-house development team. It needed to add functionality to the site, simplify the check-out process, and drive online sales growth.

THE SOLUTION

Though Björn Borg eCommerce site delivers a relatively small proportion of the company's total turnover at this stage, the company views it as a strategically important part of total sales. Vaimo created a new product filtering functionality; added the option to select various colors when viewing clothing items; developed the functionality where the site shows related items on product pages; simplified the checkout process, which is now only one step; and also added the cross-selling function to the check-out page. The localisation of currency and languages simplified the buying process.

FEATURES

- ✓ **MULTI-OPTION FILTERING**
- ✓ **UP-SELL ON PRODUCT PAGE**
- ✓ **ONE-STEP CHECKOUT-PROCESS**
- ✓ **INTERNATIONALISATION**
- ✓ **CROSS-SELL ON CHECKOUT PAGE**

PROJECT DELIVERY

Björn Borg presented Vaimo with multiple challenges. Their previous site was not user friendly and the check-out process required navigation through a number of screens - a problem that may have contributed to cart abandonment.

Vaimo improved the layout, navigation and design of the website significantly. It also developed the one step checkout-process and enhanced ability to manage ongoing web-developments in-house.

The project was completed on time. Development started in March 2012, and the new site launched at the end of August 2012.

FUTURE ECOMMERCE PLANS

In 2013, Björn Borg will embark on a project to make its website responsive, so it works on different mobile devices. The company will also look in the near future integrating its CRM system with Magento.

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Vaimo's competent and skilled back and front end developers contributed a great deal to the project through their skills and very relevant recommendations. They demonstrated a high level of commitment and availability throughout the project.

Jonas Lindberg Nyvang, Marketing & Communication Manager at Björn Borg

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Magento was selected on the strength of recommendations from other e-commerce companies. I am very satisfied with the implementation and its performance to date.

Jonas Lindberg Nyvang, Marketing & Communication Manager at Björn Borg

ABOUT VAIMO

Vaimo helps clients all over the world to achieve eCommerce success on the Magento eCommerce platform. Every day, more than two hundred thousand merchants trust Magento to sell their products and services to millions of online store visitors. Vaimo is positioned as one of the leading Magento solutions providers and has helped more than 400 store owners to move their online business forward without compromise. Businesses choose Vaimo for best practice eCommerce that works. Simply put, choose Vaimo for eCommerce at its best.

CONTACT DETAILS

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