



OVERVIEW

Established over 160 years ago, Tilbords is Norway's leading retailer of fine kitchenware, porcelain and interior products with some 130 stores located countrywide. With the exploding popularity of online shopping, the company deemed a fully functional ecommerce website an essential component in a competitive marketplace. For that, they looked to a specialist solution provider Vaimo and the Magento software platform.

KEY POINTS

Merchant: Tilbords
 Industry: Kitchenware & Porcelain Products
 Magento Edition: Enterprise
 Base Engine: Innovate
 Markets Served: Norway
 Website: www.tilbords.no
 Project Hours: 650
 Project Duration: 6 weeks

38%

INCREASED AVG ORDER VALUE

34%

IMPROVED CONVERSION

7%

INCREASED RETURN BUYERS

19%

IMPROVED TIME ON SITE

45%

EXTRA TRAFFIC

700

NUMBER OF PRODUCTS

THE CHALLENGE

Tilbords is a 'real world' retailer with 130 stores. Like many companies across the world, it is well aware of the threat and opportunity presented by online shopping. It therefore recognised the necessity of creating a fully-functional ecommerce website to augment its bricks and mortar operations. However, it soon discovered that creating an online site is not necessarily a simple matter – until it engaged with Vaimo.

THE SOLUTION

With its experience in establishing ecommerce sites that work, Vaimo demonstrated that the Magento platform could quickly meet Tilbords' needs. Within weeks, Vaimo established a multi-store site serving the stores directly operated by Tilbords. Crucially, the ecommerce site integrates with the company's ERP system, allowing for seamless management of an additional market channel.

FEATURES

- ✓ SPECIALISED GIFT REGISTRY
- ✓ ADVANCED MULTI-FILTER NAVIGATION
- ✓ EDITORIAL PAGE SUPPORT
- ✓ QUICKLOOK WITH PRODUCT PAGER
- ✓ MULTI-SITE WITH UNIQUE AVAILABILITY
- ✓ IMAGE MANAGEMENT
- ✓ SHIPPING COUNTDOWN
- ✓ ONE STEP CHECKOUT



CASE STUDY: TILBORDS

PROJECT DELIVERY

The very short time it took for Vaimo to deliver a fully-functional ecommerce site was the most impressive part of the project. Geir Langbakken, Tilbords' managing director says, the decision to implement Magento was made in October 2010 and the site was live in early December. "That's just 6 weeks from nothing to a fully operational site with 700 products. We were quite impressed with that," he confirms. "Communication is essential to the success of a project of this nature, especially where the timeframes are so compressed. Vaimo has exceptional processes to support sound communication for rapid delivery. We simply logged in to Basecamp to see what was needed to be taken care of from our perspective to keep Vaimo working efficiently; this was a key part of the success."

“*After experiencing disappointment with ecommerce suppliers in Norway we looked abroad for necessary expertise and track record. That search led us to Vaimo, who operates internationally, has a sound reputation and is highly recommended by its satisfied clients. We were very satisfied with the proposed architecture and also the competence of Vaimo personnel.*

Geir Langbakken, Managing Director

FUTURE ECOMMERCE PLANS

With 24% of the Norwegian market, Tilbords is the clear leader in fine-kitchen and houseware. Langbakken says Tilbords is seeking to increase its market share by a further 4-5% during 2012. The online presence is necessary to support this ambition.

According to Tilbords executive there is now no shortage of visitors to Tilbords site, the issue is the conversion rate. Their short term goal is to double the conversion rate of the site. Tilbords is also seeking Vaimo for guidance in terms of continuous change to the site to keep customers interested, making amendments and fine-tuning the presentation of the site.

“*The day to day management of our site is hassle free as Magento is a flexible and easy to use platform; probably 90% can be done ourselves. There is no need for a big support department and the presence of a substantial 3rd party market makes it possible to source and buy additional modules with ease.*

Geir Langbakken, Managing Director

ABOUT VAIMO

Vaimo helps companies all over the world to achieve ecommerce success. Every day, more than one hundred thousand merchants trust Magento to sell their products and services to millions of online store visitors. Vaimo is positioned as one of the top Magento solution providers and has helped more than 300 store owners to move their online business forward without compromise. Businesses choose Vaimo for best practice ecommerce that works.

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