BUNZL DIGITAL MVP

SEPTEMBER 2018 UPDATES

THE AIM

BECOME BETTER IN DIGITAL B2B COMMERCE AND TAKE THE RIGHT STEPS TO BE FUTURE READY

THE
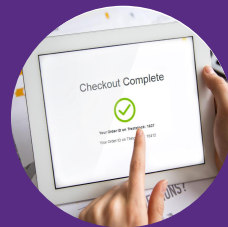# STRATEGY

1

MOVE TO A B2C
LIKE EXPERIENCE

2

SHOW REAL TIME
PRICE &
AVAILABILITY

3

OPTIMIZE
ONLINE ORDERING
& SELF SERVICE

4

WIN WITH
DIGITAL
MARKETING

SHORT TERM
FOCUS

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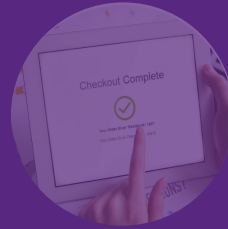WIN WITH
DIGITAL
MARKETING

Salmon
A WUNDERMAN COMMERCE COMPANY

HOW DO WE IMPROVE THIS?

B2C EXPERIENCE CREATION:
FOUR FOCUSES

1.
UX IMPROVEMENTS

CHALLENGE
Identifying top challenges that users face on your webshop

SOLUTION
Rolling out our top UX improvements and a roadmap for more change.

2.
SEARCH OPTIMIZATION

CHALLENGE
Understanding technical and user challenges with your search engine.

SOLUTION
Optimizing search functionality to better suit your user and business needs

3.
ANALYTICS

CHALLENGE
Identifying business needs in reporting and current data culture.

SOLUTION
Education, enhanced functionality setup and business-wide training

4. BUSINESS STRATEGY
CHALLENGE: Understand business culture and challenges towards change
SOLUTION: Custom report and plan formed with business and customers

UX PROJECT AIMS

✓ Improve the design and functionality of your online user journey to see higher sales and re-orders

✓ Create happy customers who are advocates of your brand and enjoy interaction with your online channels

UX workshop, Utrecht, May 2018

1
Define value proposition

Inputs?
4 research reports,
9 opcos,
10 countries,
2 days.

Challenge?
Understand end users and business challenges

Outcome?
Internal buy-in
Plan of attack

USERS AND KEY TASKS: MULTILINE A/S

Key Insights

" The person is in charge of purchasing nonfood disposables in a privately owned company. The person is NOT an IT champion but is used to ordering in B2B webshops. The person rely on 2-5 favorite lists from which they order 1-2 times a week"

What do users need from your UX?

It is crucial for the user that you are able to make your orders outside rush hour peaks.

ON-SITE UX USABILITY TESTING

3

Assess current web shop usability

WE ASKED OPCO USERS TO FULFIL KEY USER TASKS:

'E.g. Create a favourites list for certain products and order using it'

TOP UX THEMES IDENTIFIED

4
Define potential improvements

1
Position and Direct

2
Favourites Lists

3
Checkout Process

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MultiLine

| Webshop log ind | Bestil webshop login | Søg efter varer | Nyheder | Kataloger | Miljø og produktsikkerhed | Leverand |

Løsninger

❯ Drikkevarer
❯ Engangsservice
❯ Take Away emballager
❯ Servietter, duge og lys
❯ Alu-emballage
❯ Fødevareemballager
❯ Bager- & indpakningsartikler
❯ Affaldssystemer
❯ Dispensersystemer
❯ Hotelartikler
❯ Hospitals- & sygeplejeartikler
❯ Rengøringsmidler
❯ Rekvisitter til rengøring
❯ Maskiner til rengøring
❯ Køkkenudstyr
❯ Food Solutions

Bestsellers

Catersource automatbæger

Med teglstenspræg.

Lampeolie

Brændetid 50 timer.

Nyhed / Inspirerende køkkenkatalog

NYT / Hovedkatalog

I hovedkataloget finder du en stor del af vores sortiment. Fra de kendte klassikere til et væld af nye produkter og løsninger. Kataloget giver dig hurtigt et overblik og er opbygget, så det kan inspirere dig og gøre din hverdag nemmere.

Læs mere ❯

NYT / Køkkenudstyr

I kataloget finder du vores løsninger inden for diverse køkkenudstyr. Du kan nu sammensætte og supplere dine leverancer af varer med produkter til kontoret, køkkenet, kantinen eller lignende. Lad dig inspirere af mulighederne i kataloget.

Læs mere ❯

NYT / Borddækning

Se vores nyheder inden for borddækning til forår og sommer. Når bordet skal dækkes kan du finde masser af inspiration og ideer til den rigtige sammensætning af duge, servietter og lys. Og der er også lidt forfriskende kildevandsnyheder.

Læs mere ❯

THE RESULTS

UX TRANSFORMATION: CHECKOUT (BEFORE)

Key Specs
- 4 steps to completion
- Duplication of fields
- Distracting content

UX TRANSFORMATION: CHECKOUT (AFTER)

Key Specs
- 1 step checkout
- Fields optimized
- Streamlined content

+2% checkout completion

+14% revenue increase

SEARCH OPTIMIZATION
How it works

Using product and historical data from the on-site search, we can tweak the functionality to improve the performance of the search across key metrics like relevancy and position difference.

We look into techniques like:

- Adding stemming into the search algorithm

- Removing irrelevant results

- Adding product data specific handlers

Ensuring that top results match the client's desired product SKUs.

THE RESULTS

SEARCH IMPROVEMENT KPI's

Search KPI's	Step 0 Baseline	Step 1 New relevancy	↑ ↓	Step 2 searchandizing + change target data type	↑ ↓	Step 3 Stemming + new target data type	↑ ↓		Cummulated Improvement
Position Difference	-8982	-7309	1673	-4768	2541	-3664	1104		5318
Relevancy Status	28.64%	38.59%	9.95%	52.88%	14.29%	61.15%	8.27%		32.51%

- Position Difference = the number of positions the product is deviating from its desired position (expected position -/- scoring position)
- ** Relevancy Status = how relevant is the search result of a query (sum of the individual relevancy statuses per product)

✓ Position Difference improved by > 5300 positions
✓ Average of 34 positions per product
✓ The Relevancy Status, which indicates the quality of the search, improved by over 30%
✓ Relevancy level of above 60% quality.

ANALYTICS PROJECT AIMS

- ✓ Review current set up and use of analytics tools
- ✓ Improve reporting capabilities
- ✓ Show potential use cases for future consideration

How it works

The plan for Multiline's Analytics Optimization

1. Review current GA Setup

2. Identify potential improvements

3. Recommend improvements via GTM

4. Implement improvements

5. Build sample Data Studio

6. Review improvements

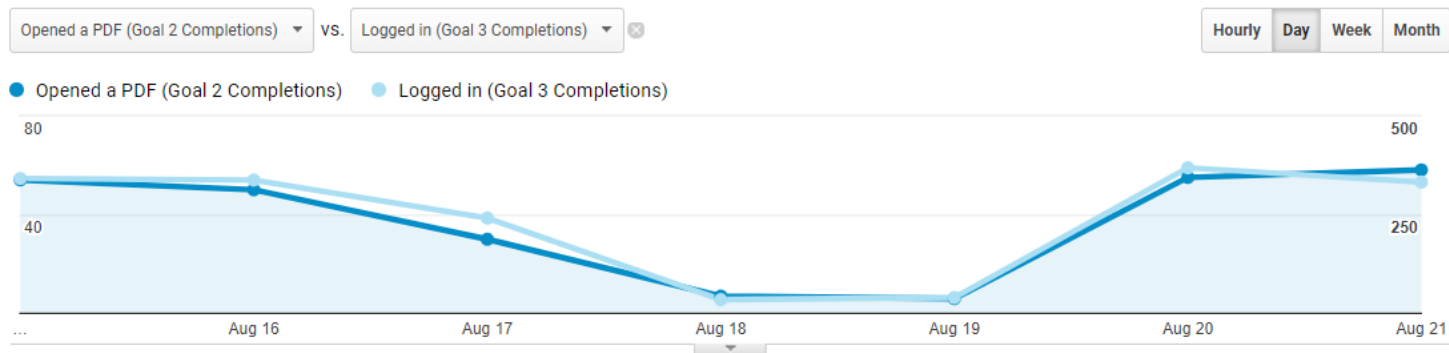THE RESULTS

COMPARING

butik.multiline.dk/da/account

Original

- 1,991 Pageviews
- 1,665 Unique pageviews
- 8.00% Bounce rate
- 3.82% Exit rate
- DKK 1,698.73 Page value

Updated

- 2,568 Pageviews
- 1,792 Unique pageviews
- 8.07% Bounce rate
- 3.66% Exit rate
- DKK 1,737.12 Page value

Data is cleaner and easier to read

THANK YOU