



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

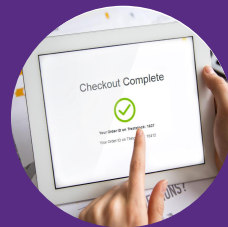


1
MOVE TO A B2C
LIKE EXPERIENCE

2
SHOW REAL TIME
PRICE &
AVAILABILITY



3
OPTIMIZE
ONLINE ORDERING
& SELF SERVICE



4
WIN WITH
DIGITAL
MARKETING



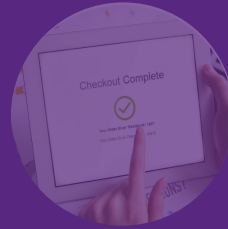
SHORT TERM **FOCUS**



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MOVE TO A B2C
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PRICE &
AVAILABILITY



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ONLINE ORDERING
& SELF SERVICE

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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

2

Define users and tasks

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

1

Position and Direct

2

Favourites Lists

3

Checkout Process

4

Define potential
improvements

Løsninger

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

Bestsellers


**Catersource
automatbæger**

Med teglstenspræg.


Lampeolie

Brændetid 50 timer.



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)

Do your trading in one place - do it at Multiline

Return to Cart



1. Addresses

2. Shipping

3. Review

4. Receipt

Addresses

Select your shipping address.

ecommerce@bunzl.eu

Shipping Addresses

C028734 8888DEM Demokunde TESTkunde II
Kirkebjergvej 17 4180 Sorø
Denmark

Select a different address

Continue Checkout

Did You Know?

Only one address may be selected as your Invoice Address.

If you're using a credit card, make sure your invoice address matches the address on file with the credit card company.

Customer Info

Arnoud Rebel
C028734
8888DEM Demokunde
TESTkunde II

Cart Summary

1	PS	kr. 88.58
1	KRT	kr. 495.62
1	Slet	kr. 241.15

Show All 4 Items

Order Summary

Subtotal	kr. 1,339.23
Shipping	kr. 0.00
Payment Costs	kr. 0.00
Estimated Total	kr. 1,339.23

Addresses

Shipping Address

C028734 8888DEM Demokunde
TESTkunde II
Kirkebjergvej 17 4180 Sorø
Denmark


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Chatten er åben

Key Specs

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

UX TRANSFORMATION: CHECKOUT (AFTER)

English ▾ 99 kr. 2.681,57

MultiLine

Trin 1 - Udfyld og afgiv din ordre Trin 2 - Se din kvittering

Udfyld informationer og check ordre

Leveringsadresser

C028814 88888DEM_2
Kirkstjergvej 17 4180 Sorø
Danmark

Vælg en anden leveringsadresse ▾

Angiv et Rekv. nr / ordreference ID

Rekvissionsnummer*
Til internet brug i jeres virksomhed.

51241231313

Dit navn / Ordreference ID*
Informationen vil fremgå af faktura og pakkeseddel.

51241231313

Please fill in this form

Besked til MultiLine (Medfører manuel håndtering af ordre)

Besked til MultiLine
Skriv en besked hvis du har brug for manuel håndtering af din ordre. Fx, anden leveringsdato end normalt eller særlige hensyn ved levering.

Afgiv ordre >

Ordresumé

Subtotal	kr. 6.557,31
Tilleg	kr. 0,00
Betalingsgebyr	kr. 0,00
Ordretotal	kr. 6.557,31

Oversigt

Kakkenulle Tork Plus 2 lag hvid 16,8 meter, 120 ark, 1/2 ark
1 kr. kr. 962,55

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[Vis alle 34 varer](#)

Key Specs

- 1 step checkout
- Fields optimized
- Streamlined content

+2%
checkout
completion

+14%
revenue
increase

SEARCH PROJECT AIMS

- ✓ Improve accuracy and relevance for top search terms
 - ✓ Explain sol-r search tool workings
-



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									
	Step 0	Step 1	↑ ↓	Step 2	↑ ↓	Step 3	↑ ↓		
Search KPI's	Baseline	New relevancy	↑ ↓	searchandizing + change target data type	↑ ↓	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

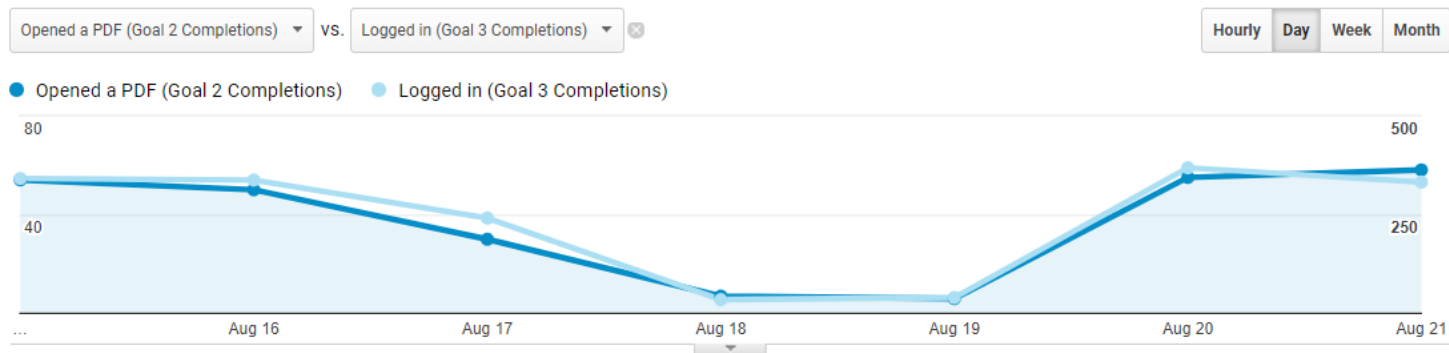
- 1,991 Pageviews
 - 1,665 Unique pageviews
 - 8.00% Bounce rate
 - 3.82% Exit rate
 - DKK 1,698.73 Page value
-

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



Goal Completions

2,770

Goal Value

DKK 0.00

Goal Conversion Rate

69.13%

Total Abandonment Rate

8.61%

Order completion (Goal 1 Completions)

816

Opened a PDF (Goal 2 Completions)

260

Logged in (Goal 3 Completions)

1,694

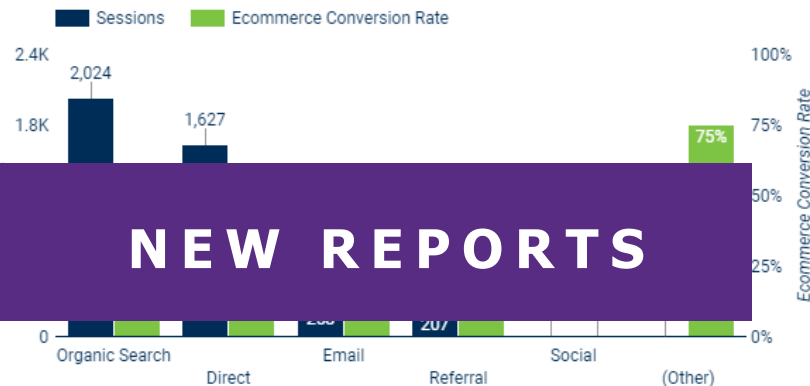
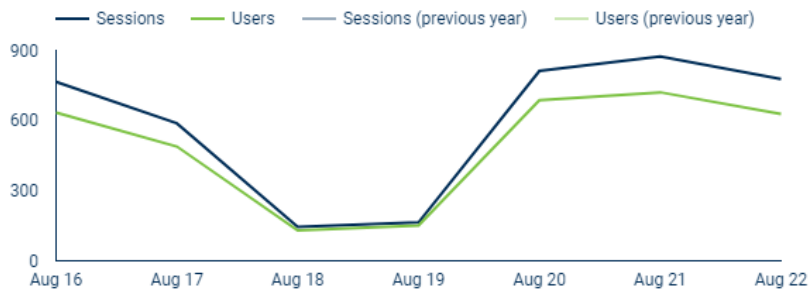
NEW GOALS

More
insights
gathered



Default Data
Click to select your data

Aug 16, 2018 - Aug 22, 2018



NEW REPORTS

Users

2,625

↑ 29.0%

Sessions

4,127

↑ 35.4%

Pageviews

57,267

↑ 24.7%

Bounce Rate

18.6%

↑ 10.0%

Ecom Conversion Rate

21.5%

↓ -7.3%

Acquisition

Content

Errors

	Source / Medium	Sessions	% Δ	CR	BR
1.	google / organic	1,878	33.4% ↑	14.38%	23.91%
2.	(direct) / (none)	1,627	34.7% ↑	27.72%	14.32%
3.	apsis / email	257	38.2% ↑	29.96%	5.84%
4.	bing / organic	142	51.1% ↑	23.94%	6.34%
5.	arpbaswareiis / referral	33	17.9% ↑	84.85%	3.03%
6.	outlook.live.com / refer...	23	283.3% ↑	8.7%	4.35%
7.	dk.search.yahoo.com / ...	18	-10.0% ↓	22.22%	11.11%
8.	tradesource.dk / referral	16	100.0% ↑	12.5%	68.75%
9.	aarhus.katalog.truetrad...	12	1,100.0% ↑	0%	66.67%
10.	msn.com / referral	12	71.4% ↑	33.33%	8.33%
Grand total		4,127	35.4% ↑	21.47%	18.58%

1 - 10 / 47

< >

	Campaign	Sessions	BR
1.	unspecified	257	5.84%
2.	faq link		0%
Grand total		262	6.49%

New
format
for
business
sharing

THANK YOU