

## Qmatic Success Story Coolblue



# “Anything for a smile”: the technology behind the Coolblue cross-channel shopping experience



The Coolblue slogan “anything for a smile” is not a hollow marketing phrase.

The successful e-commerce company - known especially for its web shop of the same name as well as for being the driving force behind specialist webshops such as *gamingheadsetshop.nl*, *stofzuigerstore.nl*, *laptopshop.nl* and *blenderstore.nl* - is doing everything to give its customers the ultimate experience. Online. And as an offline retailer, Coolblue is also quite visible offline with seven physical stores in the Netherlands and Belgium.

Retail Manager Marc van Elderen is leading the offline shopping experience in the right direction.

“The experience often begins online because our physical locations basically act as a support for the webshops.

Although I oversee a **cross-channel experience** – since the **online and offline platforms must reinforce each other** – I have final operational responsibility over the running of the physical stores. This goes from the establishment of branches to the training and coaching of the store teams. That last aspect is very important because we position ourselves as specialists and we always want customers to be helped by real specialists. Even if they visit a physical store!”

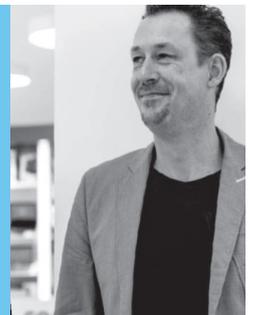
### A HIGH LEVEL OF SERVICE

Because of the large degree of synergy between the virtual and physical stores, it is essential for Coolblue that the two experiences blend together seamlessly.

According to Marc van Elderen, “We are seeing that more and more **online customers are visiting our physical stores** because they like asking our specialists questions one-to-one, for instance. These customers want us to meet them with the same degree of expertise and level of service as they are accustomed to getting online.

“Qmatic was the only party that understood what we were looking for!”

Marc van Elderen,  
Coolblue Retail Manager



Apparently we are succeeding in this, because some of our customers come back regularly and buy directly from the physical stores - for example, because they have had a pleasant experience being helped by an employee.

The bricks-and-mortar stores that the platform is 'future-proof'.

## EFFICIENT AND CUSTOMER-FRIENDLY

"Thanks to Qmatic, we've now realised one great ambition - introducing Click&Collect. Suppose that when a customer places an order, he chooses to pick up the item at a physical store. That customer will then receive an order confirmation on his computer, or on a mobile device such as a smartphone. Then, the confirmation's QR code can be scanned at the kiosk, either directly from the smartphone or from a printout. The customer is then personally welcomed by our hosts or hostesses with a fresh cup of coffee.

Since the customer information is directly viewable by the hostess and our other employees, we can limit waiting times and ensure that the most suitable specialist is matched with the customer.

As for the order, it will have already been prepared, which means that the specialist can focus on advising. It's a remarkably efficient and customer-friendly solution, because people feel welcome right away.

In the future, we hope to add extra incentives. For example, giving customers the option to choose when to pick up their order. Or the online option to choose a specific in-store specialist, such as someone they've had a good experience with in the past."

## A WEALTH OF MANAGEMENT INFORMATION

In addition to the positive contribution it makes to the customer experience, Marc van Elderen finds the Qmatic solution good from a management perspective as well.

"Among other things, you can see who is in the store and how long the waiting time is, all in real time. You can then react dynamically, for example by assigning another specialist to a customer if the first one is occupied longer than expected. This often shortens the waiting times.

In addition, the platform reveals a wealth of management information. This includes 'basic' data about peak hours on a monthly basis, but also insights about periods when people pick up specific products and how much time is involved. For example, if you know that computers are often picked up on weekends and that customers ask a relatively large number of questions about them, you can focus on having the right number of staff at that time.

We can therefore employ the Qmatic solution as a scheduling tool. The historical data makes it clear at which times which specialists should be on duty in order to achieve both the highest quality and the shortest waiting times. If the system is used wisely, you can sell an extraordinary amount of merchandise and still offer each customer a unique shopping experience. That's why we're doing all of this."



## OVERVIEW OF THE SOLUTION

### Coolblue

Coolblue believes in knowledge. Focus. Specialisation. These three qualities have only improved over time. Since their founding in 1999, these have served Coolblue well in the creation of web shops that they can be proud of. They now provide the Benelux with consumer goods via 323 specialised web shops and 7 physical stores. It's an approach that has helped them grow very quickly in the Netherlands and Belgium.

### Area: Retail

Region: The Netherlands and Belgium

### The challenges

- Bridge the gap between online and offline customer experience
- Get customer experience insights

- Provide customer-friendly experience in store

### The solutions

- Qmatic Orchestra Platform
- Check-in SelfService Kiosks
- Click & Collect module

### The advantages

- Seamless online and offline experiences
- Possibility to connect a client to the most suitable expert
- Waiting Time reduced
- Real time information about the in-store situation
- Detailed reports about each customer journey

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