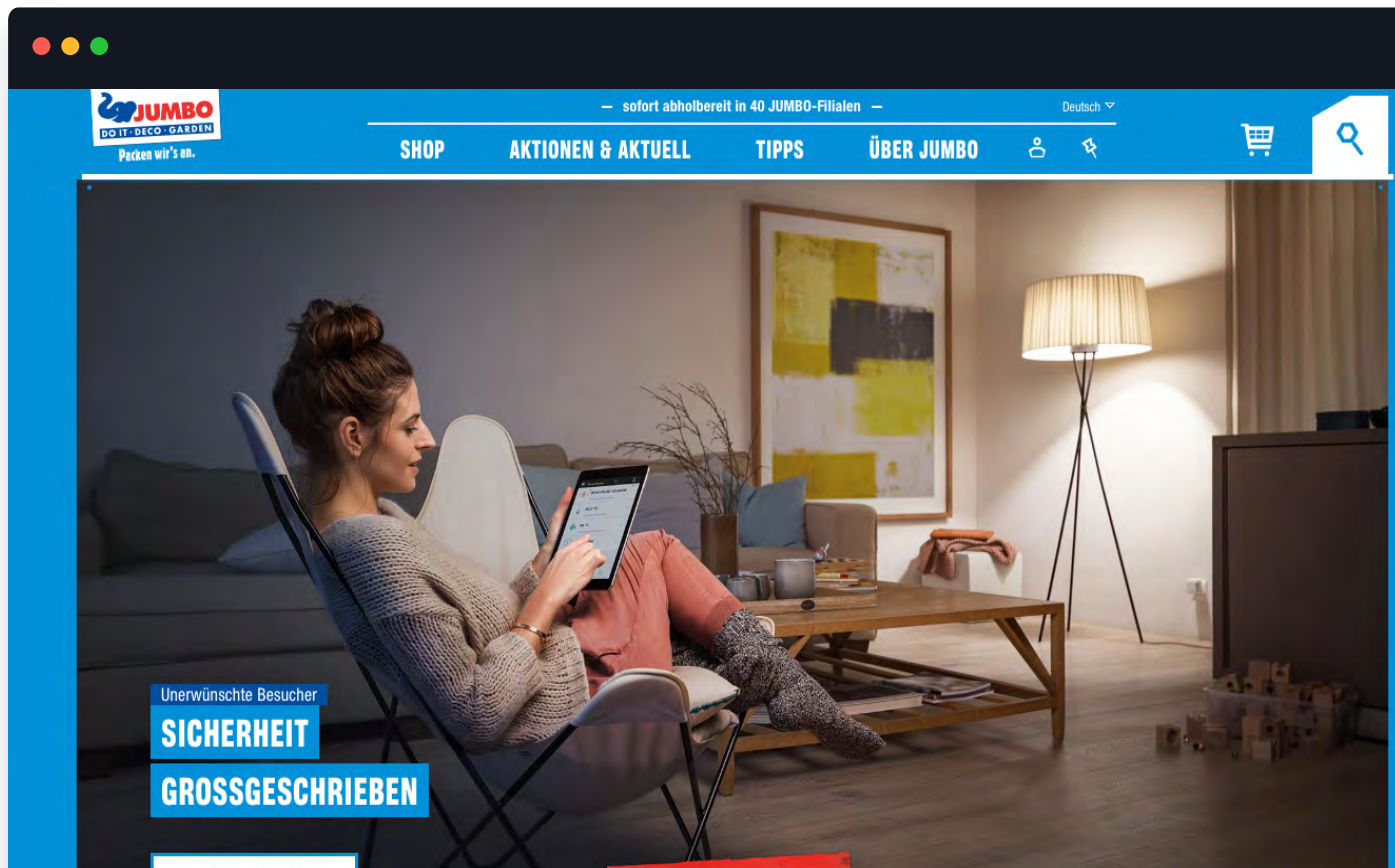


Customer Story

Jumbo – Maximum Convenience for Your Digital DIY Store

How an Omnichannel Approach Helps DIY Master Jumbo Increase Their Turnover



Jumbo in Numbers

20+

Interfaces integrated

50,000+

Products

400

Suppliers

1,500

Employees

The Swiss DIY pioneer Jumbo brings together online and offline channels to offer DIY enthusiasts the greatest possible convenience. Click & Collect, Click & Surf as well as branding and inspiration through content are pillars of Jumbo's omnichannel platform, which covers the complex product range in a user-friendly way and thus contributed to Jumbo's revenue growth.

Background

Surfing online instead of queuing at the checkout?

Step 1 of DIY: www.jumbo.ch? This was the vision that the Swiss DIY store Jumbo adopted a few years ago. The trend in the industry became more and more obvious: the customer wants to research online, see and touch one or the other product live and then later be able to order conveniently online or pick it up in the store. For Jumbo it was important to stay on top of this development and to create a consistent look & feel for the brand across all channels.



Snapshot

What does Jumbo do?

Jumbo is a Swiss DIY pioneer whose success story began in 1982. Jumbo opened its first DIY store in Bachenbülach, Switzerland. They relied on the American-style supermarket format, which was new by Swiss standards at that time. In the meantime, “Do it yourself” has become a commercial industry and Jumbo wants to be a pioneer in online trading as well.

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We want to offer our customers more than just a place to shop. The user journey should provide inspiration and information about the products needed for specific DIY projects. The online DIY experience is one aspect of the typical Jumbo brand presence. Customers can browse through useful guides and instructions, and then save the necessary products for later, or order them directly.”

- Denis Contessi, Head of E-Commerce and Retail Applications at Jumbo Markt AG

Challenge

User-friendly presentation of complex product range

In order to implement their omnichannel strategy, Jumbo had to convert to a new standard system or “something flexible”. A pitch phase later it turned out that standard functions were not sufficient for Jumbo’s individual business model. Too big was the challenge to enable a seamless transition between offline and online, which in the end would provide a user-friendly customer experience despite Jumbo’s complex article requirements. Mainly because of these requirements regarding the individualizability of the commerce solution, Jumbo decided to use Spryker Commerce OS.

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It is important for us to ensure a strong performance of our omnichannel solution. With Spryker, this works through the decoupling of front-end and back-end, while simultaneously providing harmonious interaction of the two.”

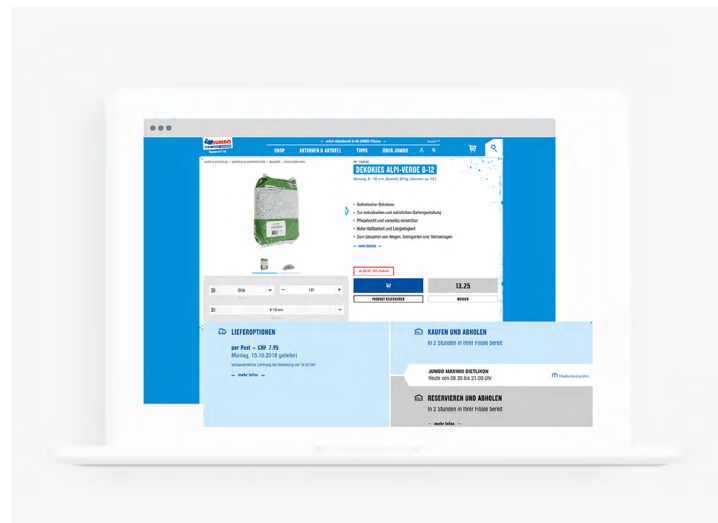
- Denis Contessi, Head of E-Commerce and Retail Applications at Jumbo Markt AG

Solution

Click & Collect and customer acquisition through content

With Spryker, Jumbo has created an omnichannel platform that fits its digital strategy. On the customer side, it is primarily the Click & Collect and Click & Surf offers that contribute to the omnichannel strategy. Do-it-yourself customers can start projects on Saturday mornings by researching online and viewing the product inventory per store. Reservations save time and ensure the availability of desired products on site.

Alternatively, purchases can be made completely online via Click & Surf. In addition, the brand experience on digital and offline channels is consistent and the buying experience can be specifically enriched online with appropriate content that creates inspiration and new buying incentives.



Product & Capabilities

Comprehensive B2C features



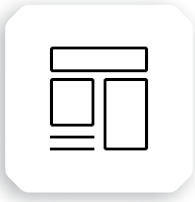
Product management:

Jumbo started with a five-digit number of articles and wants to expand the range to 50.000+ articles. The versatile product attributes can be easily imported and maintained, providing many possibilities for navigation and filtering.



Price management + discounts:

One price, two channels: price control is kept consistent online and offline, adjustments are automatically updated on both sides. The Jumbo promotion catalogue is also offered offline and digitally.



CMS:

The entire online presence was adapted to the Jumbo CI. Content can be placed anywhere to show application examples for products or to provide inspiration through visual incentives and guides.

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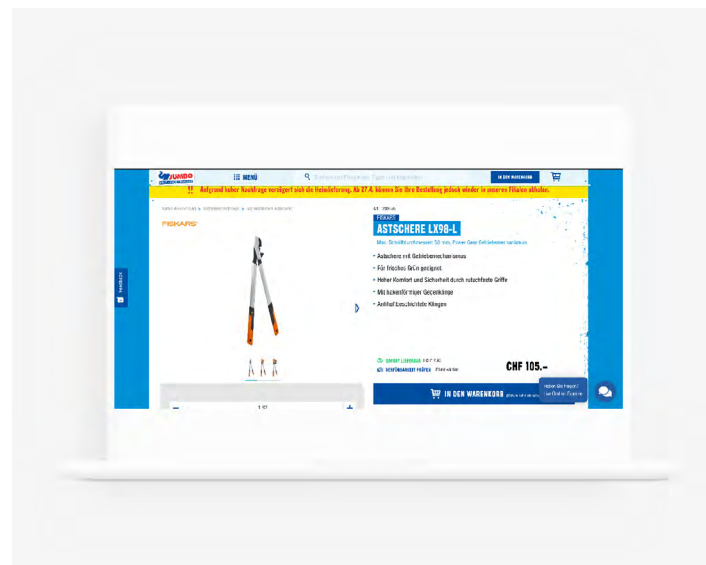
We are very satisfied with our shop launch so far. Our DIY customers are pleased with the new opportunity to gain information and purchase products online. The icing on the cake: since the launch, we have exceeded all of our sales targets. Next, we're going to work on expanding the services available at the stores.”

- Denis Contessi, Head of E-Commerce and Retail Applications at Jumbo Markt AG

Results

Convincing convenience drives revenue growth

Jumbo has succeeded in offering its customers a new convenience in do-it-yourself. The large and complex product range could be covered in a user-friendly way in the new online shop without having to make any compromises in the page performance. Product data is stored in the backend and therefore the frontend remains lean and efficient. This pleases both Jumbo customers and e-commerce managers.



Ecosystem

The Power of Many

Jumbo has implemented more than 20 interfaces with the Spryker Commerce OS from the existing third-party system landscape including existing industry partner solutions such as Contentserv and Fact Finder, as well as numerous SAP integrations such as ERP or financial software. Large amounts of data can be synchronized via API or middleware and selected from a large number of existing partner integrations.



Partner

Spryker Technology Partner


Currently, 25,000 products are maintained in Contentserv in a media-neutral manner - the goal is to manage all products of the Jumbo range in PIM. On the new platform, all product information is managed at a single point: files from around 400 suppliers and external service providers are imported there first. Quality assurance is next, before the data goes on to the respective touchpoints, including the new online shop.



About Spryker

Spryker enables companies to create winning commerce experiences. It is the most modern platform-as-a-service solution with over 800 API-based modules, enterprise ready and loved by developers worldwide. Spryker is trusted by over 150 companies to manage transactions in over 200 countries worldwide.



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