

Case Study

European Wide Integrated B2C Solution for Apparel Company



A Dutch apparel company was interested in a European solution for their online B2C sales. The company was looking for an integrated solution that covers logistics, order to cash management, customer service, and return management.

Starting Situation

The company has an extensive brick and mortar setup throughout various countries in Europe, so linking between the offline and online environment is an important factor to success.



With different prices, specifics, languages, and consumer behavior in different European countries, localization of the online environment is required within Europe.

Solution

Hellmann e-commerce has a strong track record of cooperation with apparel brands and already provides a comparable scope of services to various other companies.

After various sessions with the company to scrutinize every detail of their expectations, we implemented a pan-European e-commerce solution efficiently and sustainably.



Conclusion

The company benefits from our infrastructure and solutions and received a competitive and sustainable e-commerce solution. We unite their online and offline customer experience in order to increase their overall success.

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