



britax
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Success Story

Content Commerce with Salesforce

How Britax Römer Ensures an Ideal Customer Experience

with Its New B2C Platform

CLIENT Britax Römer Kindersicherheit GmbH

INDUSTRY Consumer Goods

PROJECT E-Commerce & Digital Marketing

PROJECT PERIOD Ongoing Since November 2018

TECHNOLOGY Salesforce B2C Commerce

About Britax Römer

Whether on foot with the pushchair or by car with a child car seat: parents are happy when their children get safely and comfortably from one place to another.

For almost 140 years, Britax Römer Kindersicherheit GmbH has contributed a great deal to making journeys safer for children.

In 1971, Britax Römer was formed by the merger of two European family-owned companies. The Southern German company Römer was already founded in 1871, Britax Childcare was established in Southern England in the 1930s.

Today, the company with its European headquarters in Leipheim is one of the global market leaders in the field of child safety.

Child car seats for young children have been part of the renowned manufacturer's product range from the very beginning. Whether it is seat shells for babies weighing up to 13 kilograms, seats for toddlers between 9 and 18 kilograms or seats for larger children up to 12 years and 36 kilograms: Britax Römer makes investments to meet the highest safety standards, for example by building a state-of-the-art test centre at its headquarters.

The manufacturer's modular range of pushchairs and buggies perfectly complements the child car seats and ensures excellent safety and comfort. The same applies to Britax Römer's bike seats that allow children to enjoy cycling while still providing flexible and ergonomic seating.



A Platform That Combines Content and Commerce

»What we particularly appreciate about working with dotSource is the holistic approach: not only does the Jena digital agency ensure that our existing platform runs smoothly, but it also competently and adequately supports us in many other areas of digitisation with its wide range of services.«

Kevin Kuske, Platform Manager E-Commerce,
Britax Römer Kindersicherheit GmbH

Digitisation is also an issue for those manufacturers whose customers still primarily buy products in stationary retail and can therefore not only receive face-to-face consulting but also convince themselves of the absolute integrity of products.

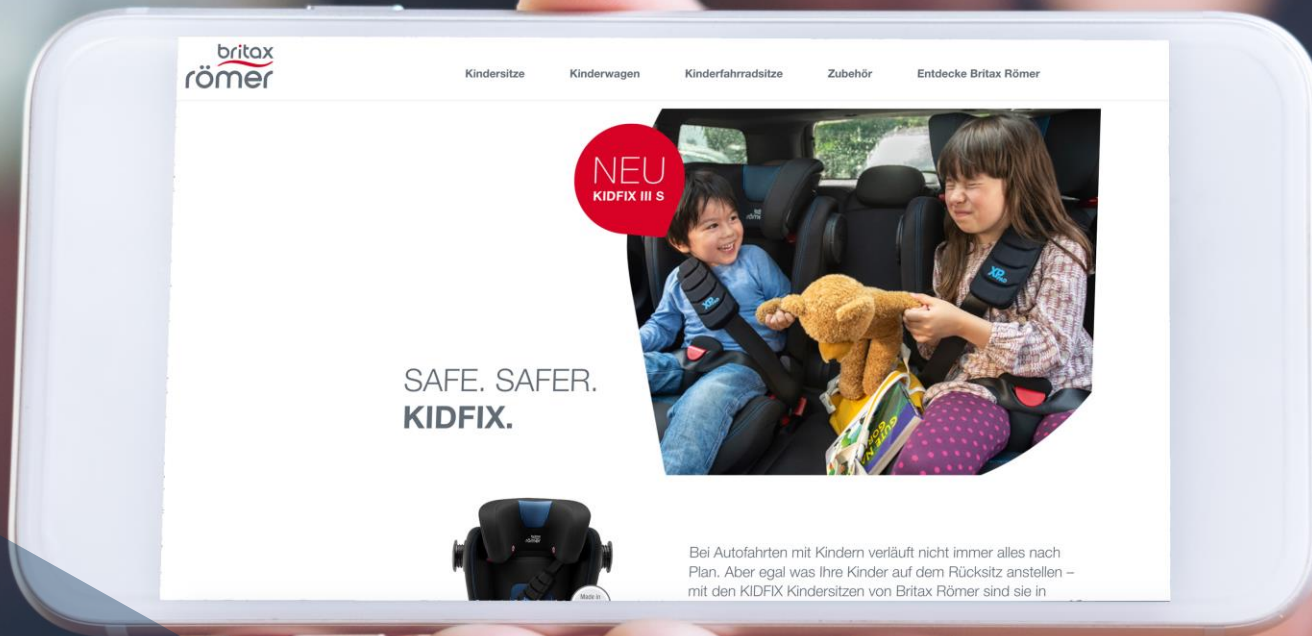
However, particularly when it comes to the safe and comfortable transport of children, it is important to feel as well informed as possible before making a purchasing decision. This is why the renowned manufacturer Britax Römer relies on a particularly future-proof digital strategy that blurs the boundaries between content marketing and e-commerce.

With Salesforce B2C Commerce, customers are not only able to order the manufacturer's entire product range at www.britax-roemer.com, but they can also find the information they need – this combination is called content commerce.

Amongst other things, the shop comes with a product finder called »FIT FINDER®«. Based on some information on age, weight and vehicle type, customers can have suitable child car seats displayed within a few seconds.

Users can then switch from the content to the commerce area and put the right product in the shopping cart of the manufacturer's online shop. However, it is just as easy to get in touch with local specialist retailers or a large online platform.

The main goal and challenge of the project, which dotSource took over as an existing shop at the end of 2018, is to ensure that all shop activities run smoothly. Furthermore, it is important to proactively identify areas that need to be optimised and to work on them together with Britax Römer.



The Ideal Customer Journey for Safety-Conscious Parents

Those who transport children are primarily interested in safety and comfort. In addition, however, an appealing product design and a pleasant customer journey across all touchpoints and channels are more and more frequently decisive factors when making a purchase.

Britax Römer recognised this and chose Salesforce B2C Commerce as its e-commerce software to cover all these aspects: the user interface is extremely user-friendly, the customer journey is straightforward and the customer experience is particularly pleasant.

This means that there is no longer an immediate distinction between the informative company website and the shop. Instead, the company's entire website runs on Salesforce and allows users to get an idea of the safety, quality, and ultimately the appealing design of the products.

Excellent User Experience and Optimised Conversion Rates

When dotSource started to support Britax Römer as a Salesforce agency, the first step was a thorough code review of the existing shop.

Afterwards, the most important ongoing tasks on the one hand and possible valuable additional services on the other hand were defined before being put into a roadmap for cooperation.

Within the framework of this roadmap, the UK launch took place in 2019 and the shop architecture has been and will continue to be developed.

In this context, the Salesforce B2C Commerce feature »Page Designer« was implemented as well.

Optimisations like these are implemented by the responsible delivery team at dotSource in close cooperation with the in-house user experience design team.

For customers, the adjustments mean an even more convenient user experience, which is reflected in a higher conversion rate. Thanks to the successful cooperation, Britax Römer is able to increase both customer satisfaction and turnover in the long term.



Increased Visibility and Improved Performance Thanks to Digital Marketing

When it is about pushchairs, child car seats or child bike seats, safety is the top priority; an appealing appearance is also important to purchasers, but comfortable handling is essential as well: it has to be possible to take a seat shell out of the car within a few seconds and to easily remove carrycots from the chassis.

You also want to be able to leave bike seats at home when you are on the road without children. Easy handling is therefore essential to whether customers appreciate a product.

It is quite similar for digital performance: users want it to be quick and easy. No matter whether it is on desktop or mobile devices: pages have to load within milliseconds, otherwise users bounce.

In this context, dotSource first carried out a thorough page speed review at Britax Römer. Subsequently, concrete optimisation measures were defined in order to make the already fast pages even faster, more responsive and more mobile-friendly.

Moreover, the innovative digital marketing tool Tealium was implemented. This makes the tag management even more efficient, which also has a positive effect on both conversion rate and performance.

Internationalisation as the Key to Success

The safety of children is not only an issue in Germany or Great Britain, but moves people worldwide.

Britax Römer as a globally operating company attaches great importance to the internationalisation of its website. As a result, the pages can be accessed in 12 different languages. Depending on the user's location information, the website automatically decides which language is displayed.

This means that the informative content, including the »FIT FINDER®« and detailed information on the product range and spare parts, can be accessed worldwide. Up to now, it is possible to order directly from the

manufacturer in Germany, Austria, Poland and Great Britain. In other countries, however, the convenient user guidance ensures that users can find the nearest retailer extremely quickly or buy online directly from a third-party provider by clicking a button.

Maintaining and expanding its international range of products is an important concern for Britax Römer. With dotSource, the manufacturer of child safety products has also found an ideal partner when it comes to using Salesforce software for the purpose of internationalisation.



Conclusion and Outlook

With the decision to design its corporate website and its manufacturer shop using Salesforce B2C Commerce, Britax Römer has already taken a huge step towards a digital future. dotSource supports the market leader in the field of children safety in the ongoing operation and further development of its content commerce platform.

What Britax Römer particularly appreciates about working with the digital agency dotSource is the holistic support and the proactive optimisation suggestions. Personnel resources are used in the best possible way. dotSource will keep supporting Britax Römer on its journey to establishing a digital experience platform.

For example, the customer relationship software Bazaarvoice was recently integrated into Britax Römer's Salesforce B2C Commerce in order to further strengthen customer loyalty and to adequately map the high quality of the products digitally.

About Us

dotSource, that's over 300 digital natives with one mission: designing digital customer relations. Our work rises from the connection of humankind, space, and technology.

We've been supporting businesses in their digital transformations since 2006. Whether e-commerce and content platforms, customer relationship and product data management, or digital marketing and artificial intelligence: our solutions are user-oriented, emotional, targeted, and intelligent.

We see ourselves as a partner of our clients, whose special requirements and needs flow into the project straight from the first idea. From strategy consultation and system selection, to branding, concept creation, UX design and conversion optimisation to operation in the cloud – together we develop and implement scalable digital products. Our approach relies on new work and agile methodologies such as scrum and design thinking.

Companies like Esprit, EMP, BayWa, Axel Springer, hagebau, C.H.Beck, Würth and STABLO trust in our competence.

With our blog Handelskraft.com, annual Trend Book, and Handelskraft Conference, we network industry knowledge and provide insight into current opportunities and developments of digital brand management. In order to comprehensively prepare professionals and executives for the entrepreneurial challenges of the digital world, we launched Digital Business School together with Steinbeis Technology Group in 2015.

With our groundbreaking solutions, we have been able to establish ourselves as one of the leading digital agencies in German-speaking Europe and are now among the top 10 largest companies in the industry.

K5ILIGA



DIGITAL SUCCESS RIGHT FROM THE START.

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