



Full service e-commerce in de praktijk: V&D

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Brand Director V&D

V&D

Multi-channel?

15 april 2010







V&D Strategy

2012: Expansion...

2011: Market leadership...

2010: Optimisation...

2009: Broadening...

2008: Strengthening...

2007: Focus



V&D's changes

- Rebranded 52 of 62 stores
- Rolled-out over 3000 shop-in-shops of external brands
- Assortment, styling and products
- New express concept La Place
- Better service in stores
- vd.nl



V&D La PLACE

Reformat - DVD



Building a brand revival for V&D

- Renewed brand positioning
- Stronger commercial calendar with increased marketing activity
- TV campaign developed
- Improved instore environment and communication
- Development of strong 1:1 marketing program
- **Building the brand and sales online and become a true multi-channel retailer**



V&D La PLACE

Becoming a multi-channel retailer

"Learn from the mistakes of others. You can't live long enough to make them all yourself"

Eleanor Roosevelt

V&D

De leukste cadeaus
VOOR DE LIEFSTE MOEDERS
Shoppen op vd.nl
INSPIREEREND, MAKKELIJK EN SNEL



V&D

start
zaterdag
27 MAART



V&D

V&D

De nieuwe mode
VOOR NU JE PAASSOUTFIT
Shop ook op vd.nl
INSPIREEREND, MAKKELIJK EN SNEL



V&D

De nieuwe mode
VOOR NU JE PAASSOUTFIT
Shop op vd.nl
INSPIREEREND, MAKKELIJK EN SNEL

50% KORTING
ALLE ELEC
ELECTRONICA
tegen inw
MULTIPACK
Meer voor n



LIV
39,95

VAST
LAGE
PRIJS

Kwaliteit hoeft niet duur te zijn

www.vd.nl Je warenhuis thuis!

Maandag 1 februari t/m zondag 14 februari 2010



V&D

Je kan beginnen
NIEUW
Shop op vd.nl
INSPIREEREND, MAKKELIJK EN SNEL

zomerhitte

XX=-

PRIJZENCIRCUS
Topmerken voor stuntprijzen

AANBIEDINGEN GELDIG VANAF DONDERDAG 25 MAART

lenteziekriebels

Vrij zondag 21 maart 2010



modewensen

maandag 22 februari t/m zondag 7 maart 2010

Contact center



CENDRIS



Manufacturer / Retailer



Consumer



Webshop



hybris software
inform, communicate, sell



Delivery & Return



SELEKT VRACHT



Logistics Service Provider



docdata



Setting up for multi-channel

Communication:

- Vd.nl promotion in brochures, using online only pages
- Use brochure photography for home and landing pages
- TV campaign with vd.nl emphasis
- Store info online (openings etc)
- Use newsletter mail base as vd.nl email platform



V&D La PLACE

Setting up for multi-channel

Processes, incentives:

- Free returns to stores, fee for sending to DC
- Pilot click and reserve in store
- Bounce back vouchers store @ order
- Brochure online and e-mailed
- Air Miles redemption online



V&D La PLACE

Setting up for multi-channel

Organisation:

- Small e-team, supported by operations, logistics, IT and own studio
- Assortment selection, allocation quantities and SIS brands participation (joined) responsibility B&M
- Product master data quality B&M responsibility, enrichment outsourced
- Web-site set up as store in systems



V&D La PLACE

Multi-channel integration is critical

"Boundaries between channels are getting blurred, with customers often migrating from one channel to the other within the same purchasing journey"

Tony Stockhill

Next steps in multi-channel

Organisation:

- Staff reverting to vd.nl if not sold in store
- Allocate (part of) sales to stores

Communication:

- E-catalogs (interactive)
- Social media
- **X-channel campaign management**

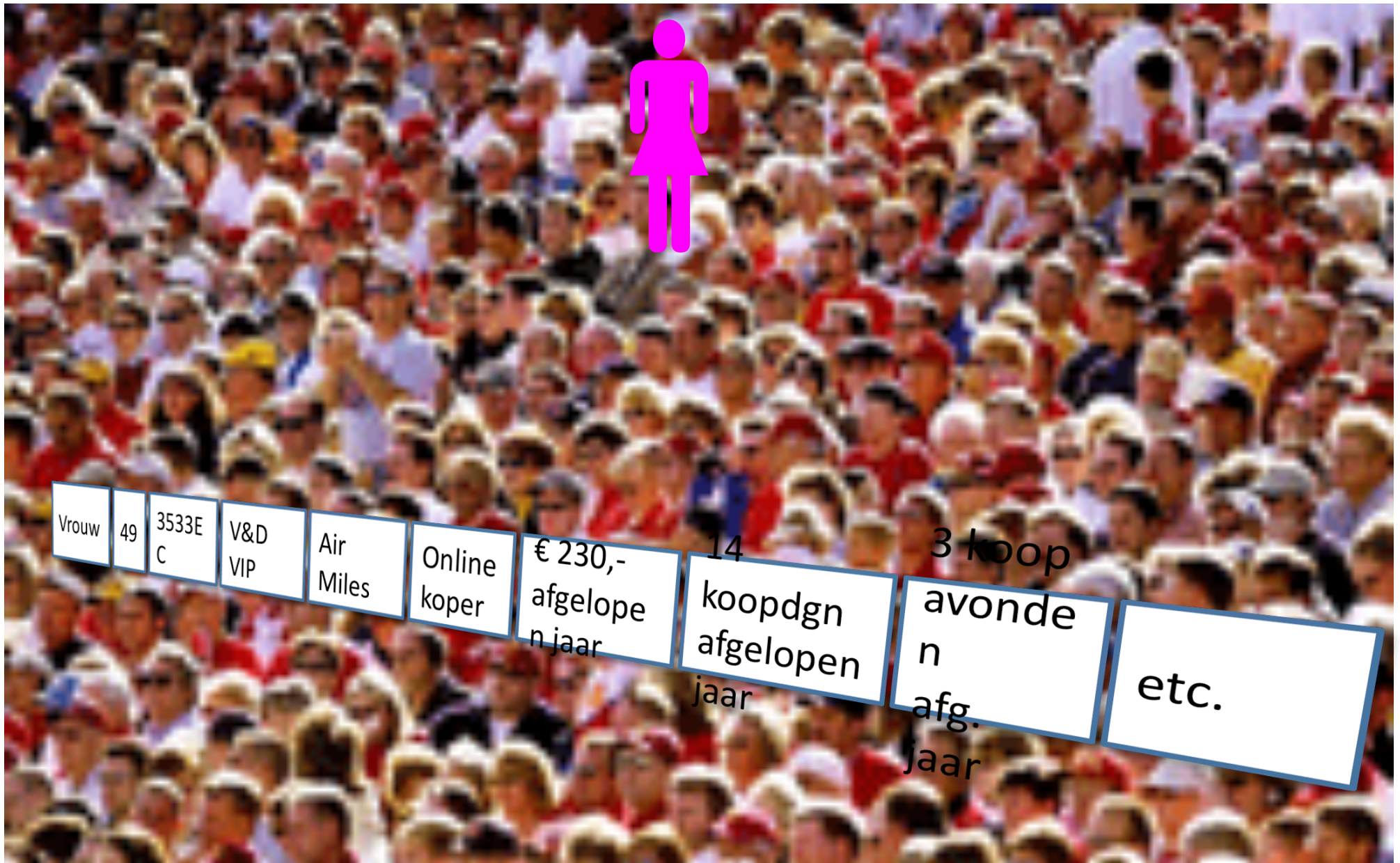
Processes:

- Roll-out click& reserve
- Order in store
- Store availability of product online
- Payments – (gift card, comfort card)

Assortment:

- All products online
- Online only ranges
- **Online targeting - merchandising**

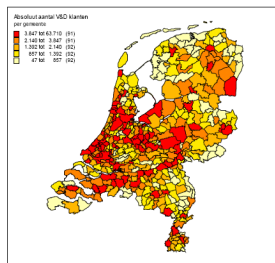
Who is our customer?



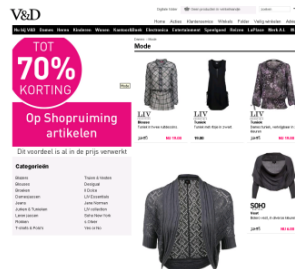
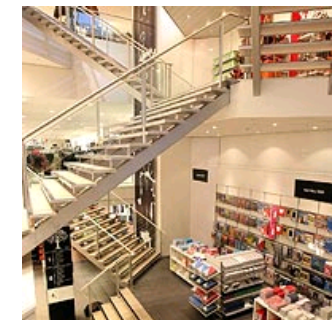
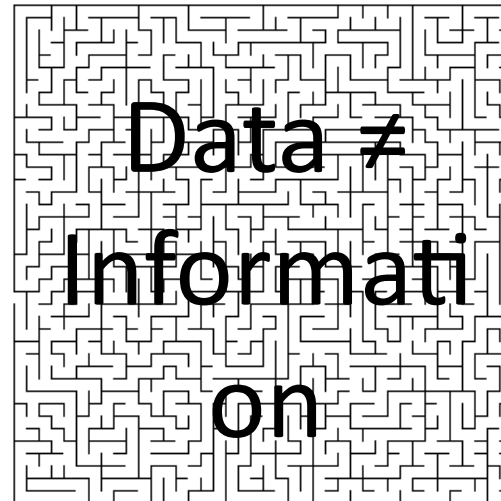
V&D has many data sources



Figuur 2-1: Aantal klanten per gemeente



Uit de visualisatie van het aantal klanten blijkt dat elke gemeente in Nederland een klant van V&D heeft. Uit de grafiek is te zien dat de provincies Fryslân, Drenthe en Zeeland zijn de plaatsen in absolute en relatieve mate afkomstig.



Merchandising since 1807



Online merchandising



Online targeting

V&D [Inloggen](#) | [Aanmelden](#)
Winkelmand
 Items: 2 Totaalprijs: 149,85

Dames Heren Kinderen Wonen Electronica Entertainment La Place Kerst Opruiming

Home > Dames

1 Verfijn uw keuze:

- Categorieën**
 - Blouses & tunieken
 - Broeken
 - Jassen
 - Jeans
 - Jurken & rokken
 - T-shirts & tops
 - Truien & vesten
 - Lingerie
 - Nachtmode
 - Badmode
 - Sport
 - Accessoires
- Merk**
 - Desigual
 - Il Dolce
 - LIV Essentials
 - Jane Norman
 - LIV collection
 - Soho New York
 - s.Oliver
 - Yes or No
- Kleur**
- Maat**
- Prijs**
- Thema's**

2 **Glitter & Glamour Verwen Special**
 Luxe lingerie >
 Sieraden die je laten stralen >

3 **Jassen Tot 50% korting**
 Jassen & jacks >
 Leren jassen >

3 Bestellingen boven de €50,- worden gratis bezord Vandaag Besteld, morgen in huis

4

Jurken Jurken casual > Jurken party > Desigual Jurken >	Accessoires Handtassen > Horloges > Haarmode >	Lingerie Sexy & verleidelijk > Sapph collectie > Nachtmode >	Opruiming 20% Korting op jassen > 30% Korting op pump > Accessoires vanaf €7 >

5 **Sapph Black** Dress less to impress > **Sephora** 2 + 1 gratis > **Esprit** Horloges >

Comments

- 1** Inspiration
- 2** Guided navigation
- 3** Service messaging
- 4** Category naming
- 5** Brands/shop-in-shops

Fredhopper®

Multi-channel marketing

"Marketing is far too important to be left to the marketing department"

Seth Godin