RAJALA PRO SHOP 100

CASE STUDY

FAST, EASY, AND RELEVANT PERSONALIZED EXPERIENCES

Serving superior customer experiences both in online and offline stores

FROSMO

ABOUT RAJALA

Rajala is a privately owned photo specialist chain founded in 1919. With online and physical stores in Finland and Sweden, they sell photo equipment and accessories.

https://www.www.rajalacamera.fi/
Retail
Finland

MOTTO

"Behind the photos since 1919"
has been Rajala's motto for almost 100 years.

STARTING POINT

GOALS

OFFERING IRRELEVANT RECOMMENDATIONS WAS RAJALA'S PROMINENT PAIN POINT. TO TACKLE THIS CHALLENGE, RAJALA WANTED A ROBUST PERSONALIZATION STRATEGY THAT'S EASY TO START, FAST TO IMPLEMENT, AND WOULD HELP THEM REMAIN RELEVANT TO THEIR DIVERSE CUSTOMERS.

Enable A/B testing and implement changes fast and easy

Reach ecommerce KPIs: grow average order values, increase revenue and enhance loyalty

Provide more relevant recommendations

CHALLENGES

01

Irrelevant product recommendations

Although Rajala has a wide product assortment, it struggles with being more relevant with each unique customer. They want to offer a personalized experience to each customer, no matter how diverse their preferences are.

02

Ecommerce businesses find it challenging for buyers to add more items in the shopping cart as they usually would in physical stores. In physical stores, buyers rely heavily on the recommendations and feedback from competent salesmen.

Creating great customer experiences that are same on both online and offline

WHY PERSONALIZATION IS IMPORTANT FOR ECOMMERCE

Being in the business for over 100 years, Rajala has pretty good knowledge of what customers want, how to serve them, and make them happy. The camera industry has changed significantly since smartphones came, influenced by the availability of superior camera functions on these handy gadgets. Small digital cameras lost their charm and the business has shifted towards the high-end cameras for real photo enthusiasts.

The purchasing process of cameras is never linear. The planning phase for a new camera lasts about three months on average. Camera buyers will return to the website as many times as possible to see the latest offers and check out the best deals. They also visit the physical stores to have a look and feel of the cameras they plan to purchase. Lastly, they read reviews online on different forums and other websites before making their final decision.

Great omnichannel customer experience across different channels is very important and Rajala feels strongly that the level of the customer service has to be the same both in online and offline stores. They believe that creating more relevant experiences not only reduces the manual merchandising efforts but also increases conversions and the relevance of the customers' shopping experiences.

"

There isn't an algorithm yet that would know customer behavior the same way we do. We appreciate the automation that AI provides, but also want to tweak it ourselves to give the human touch and execute business plans in with best practice.

Juhani Toppari

Marketing Director and Ecommerce Manager, Rajala

WORKING WITH FROSMO

RAJALA HAS ACKNOWLEDGED FROM A LONG TIME AGO THAT PRODUCT RECOMMENDATIONS ARE REALLY VALUABLE FOR ONLINE BUSINESSES WITH PREVIOUS EXPERIENCES WITH OTHER COMPANIES. AFTER SEVERAL ROUNDS OF REVIEWS FROM DIFFERENT SOLUTIONS, RAJALA DECIDED FROSMO CAN CATER TO THEIR NEEDS MORE EFFECTIVELY THROUGH ITS AI-DRIVEN RECOMMENDATION ENGINE AND PERSONALIZATION CAPABILITIES.

In online stores, Rajala replicates the offline customer experience through AI-driven personalized recommendations.

With Rajala's wide product assortment, Frosmo ensures that relevant products and content are recommended to each website visitor.

Exceptional customer service extends to recommending accessories that the buyer would benefit the most.

It's very important to show the right accessories to the returning customers, who have, for example, bought a camera already. Personalized recommendations on the front page make the revisiting buyer feel more welcomed thus leading to a smoother buying process.

Frosmo has helped Rajala in building new strategies and ideas on how to finetune the personalization, ie. creating different segments.

Proper segmentation is key to smart product recommendations. With different buyer groups, customer segmentation according to interests and behavior is a crucial step for planning the customer journey to deliver personalized customer experiences.

Recommending the right product at the right time of the buyer journey is key to a successful ecommerce business.

Rajala has a lot of different products and brands so personalized recommendations make it easier for customers to navigate throughout the different product pages and make the experience much smoother.

Frosmo combines AI and machine learning with creative human input.

Human-centered, AI-powered personalization brings together human-curated signals and adaptive machine learning solutions. As a result, systems mature by learning from individual interactions and collective insights.

The Frosmo Platform makes it easier for Rajala to do testing and implement changes directly on the website.

With A/B testing, Rajala makes sure that the customer experience reflects customer expectations. At the same time, it gives the marketing team the information they need for data-driven decisions.

> We see personalization as the only way to reach ecommerce KPIs. Personalization makes the navigation easier for the visitor to find what they are looking for as friction-free as possible.

Juhani Toppari

Marketing Director and Ecommerce Manager, Rajala

OUTCOMES

CREATING MORE RELEVANT EXPERIENCES NOT ONLY REDUCES THE MANUAL MERCHANDISING EFFORTS BUT ALSO INCREASES CONVERSIONS AND THE RELEVANCE OF THE CUSTOMERS' SHOPPING EXPERIENCES.

RESULT: **38%** BETTER CONVERSION RATE FOR THOSE THAT SAW PERSONALIZED CONTENT THAN THE COMPARISON GROUP

Great customer service

Fast and easy implementation of personalization strategies

More relevant recommendations and increase in conversions

SOLUTIONS

TACTICS AND STRATEGIES

PROPER SEGMENTATION IS KEY TO SMART PRODUCT RECOMMENDATIONS

With different buyer groups, customer segmentation according to interests and behavior is a crucial step for planning the customer journey to deliver personalized customer experiences.

At Rajala, there are 30 different segments. Among the popular ones are:

- Segments related to products
- Different levels of segments based on brands
- Segments identifying people engaging with different marketing

Recommending the right product at the right time of the buyer journey is key to a successful ecommerce business. Rajala has a lot of different products and brands so personalized recommendations make it easier for customers to navigate throughout the different product pages and make the experience much smoother.

Rajala recently tested a feature by Frosmo where visitors can easily see the accessories associated with the product. They have not only the option to add them in the cart but they can also see the amount automatically calculated as they hover over the 'add to cart' option. This feature makes it easy for potential customers to make purchase decisions for the products they need.

TESTING FOR BETTER CUSTOMER EXPERIENCE

With A/B testing, Rajala makes sure that the customer experience reflects customer expectations. At the same time, it gives the marketing team the information they need for data-driven decisions.

Rajala is also experimenting with the place of product filtering. The Frosmo Platform makes it easier for Rajala to do testing and implement these changes directly on the website.
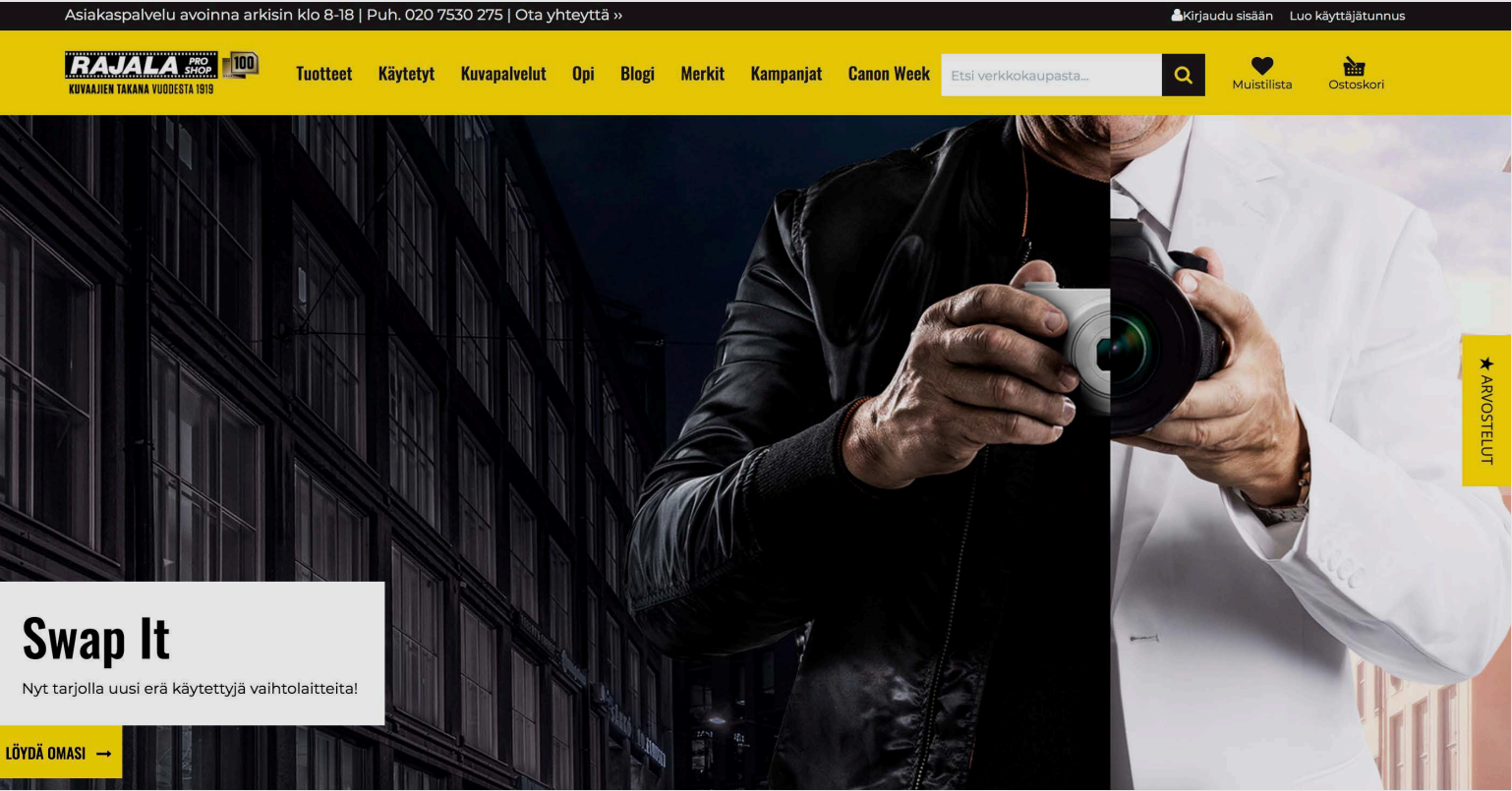
Effective personalization and smart recommendations are strategies to achieve the goals of an ecommerce business. The whole front page of Rajala is personalized by Frosmo. It shows the generic page for the first-time visitors but customized according to interests and behavior for returning visitors.

FROSMO WORKS WITH RETAIL COMPANIES AROUND EUROPE TO HELP THEM EXCEED CUSTOMER EXPECTATIONS.

ABOUT FROSMO

Frosmo is a Finnish software company based in Helsinki with offices in Poland and the UK.

Frosmo is the most versatile personalization software, delivering personalized customer journeys 1.5 billion times a day. Frosmo empowers marketing and ecommerce teams that aim for a competitive advantage and unique brand expression by creating unique visitor journeys through dynamic content, recommendations, and AI.

FROSMO

www.frosmo.com