

Transforming Customer Experience with a Unified Digital Platform

BAUHAUS Nordic

How BAUHAUS Nordic started a journey back in 2011, that's evolved into one of the highest grossing ecommerce stores in the market, while pushing the frontier of customer experience.



Eik Tittel Sørensen

Customer Experience Lead



Founded in 1960

**Today 270 stores in 19
countries**



We've come a long way

The world wasn't always *this digital*

BAUHAUS.se anno 2010

The screenshot shows the Bauhaus.se website interface from 2010. At the top, there is a navigation bar with links for 'Internationellt', 'Uppmärsk', and 'Stämning'. Below this is a secondary navigation bar with 'BAUHAUS TV', 'Gör det själv-tips', 'Service', 'Här finns vi', 'Om oss', 'Press', and 'Ladiga jobb'. The main content area is dominated by a large red banner for a 'STOR UTFÖRSÄLJNING TRÄDGÅRD!' (Big Sale Garden!). Below the banner, there is a grid of product listings. Each listing includes an image of the product, a title, a price, and a 'Läs mer' (Read more) link. The products listed include a charcoal grill, a sofa, a trash bin, a lawnmower, a concrete slab, garden stones, a power drill, and a bucket of paint. On the right side of the page, there are additional promotional banners, including one for 'Säsongens bästa pris' and another for 'LÅGPRIS GARANTI 12%'. A left-hand navigation menu lists various categories such as 'Bygg', 'Verktyg', 'Badrum', 'Trädgård', 'Färg', 'Uthyrning - maskiner', 'El & Belysning', 'BAUHAUS TV', and 'Gör det själv-tips'. At the bottom of the page, there is a footer with additional information and a 'Läs mer här' link.

There was **no ecom**
before there **was ecom**

Bauhaus.se was first out, moving from a simple CMS site to ecommerce



Kicking off **the MVP project**

With our partner Vaimo, we endeavoured to start small and scale.

Setting **the culture**

Very important from day 1 was to create the organisation and culture for digital sales, in a traditional business.

The challenge

THE CHOICE BY THE MOTHER COMPANY

Low investment, prove you
can make **ecommerce work**

The solution

THE PLATFORM

The Adobe logo, consisting of the word "Adobe" in a bold, red, sans-serif font.

Adobe Commerce

THE PARTNER

The VAIMO logo, featuring a stylized orange 'X' icon to the left of the word "VAIMO" in a bold, black, sans-serif font.

ASSORTMENT

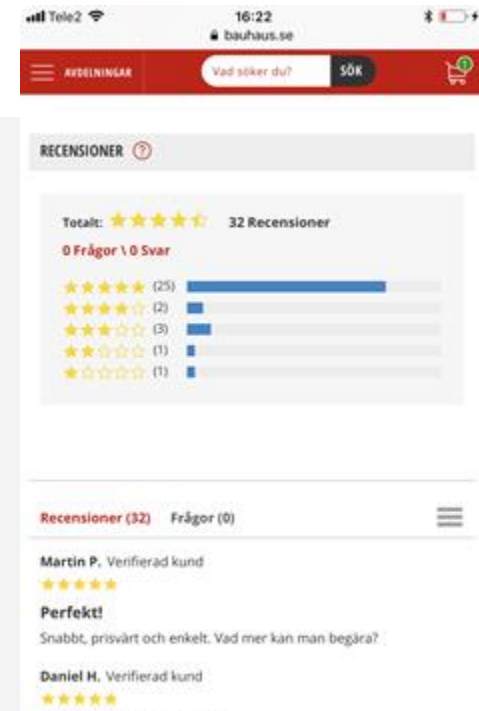
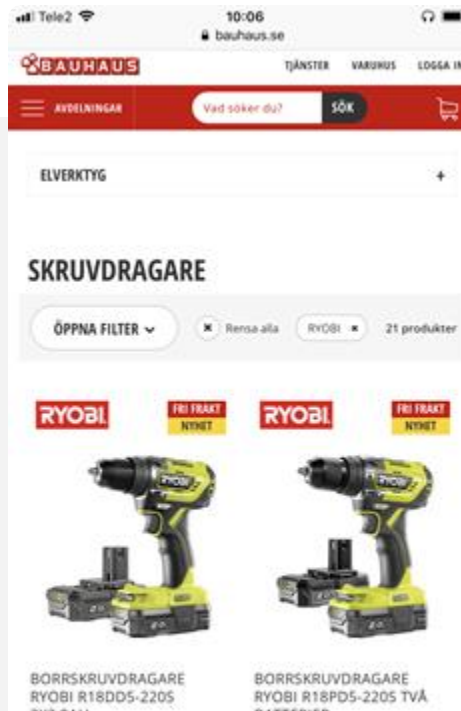
MOBILE-FIRST

CUSTOMER EXPERIENCE

Navigation, filter, search
In a catalog of +700k SKUs

The move into
The smartphone era

A relentless focus
On the Customer Experience





A leap into B2B

Building out the solution for professionals

BAUHAUS.se anno 2015

B2B v. 1.0

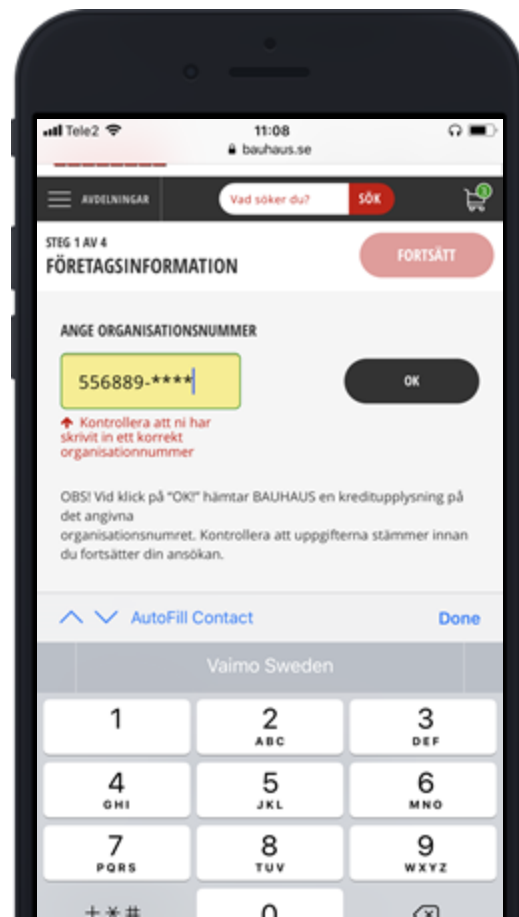
- Individual prices & discounts
- Request quotes
- Project-based orders & delivery
- Pay with invoice
- Credit balance



RESULTS

80% reduction in manual
processes

50% increase in B2B
customers in the first year





MVP launch

2011

Installation
service

B2B

2015

Launched **click
and collect**

Ecom became the
largest store

Last mile

2018

The **Customer Experience** doesn't stop **after the checkout**

Focus on making it timely, cost-effective and overall, a much better experience.

Focusing on the delivery

BAUHAUS trucks straight to your door





MVP launch

2011

Installation
service

B2B

2015

Launched **click
and collect**

Ecom became the
largest store

Last mile

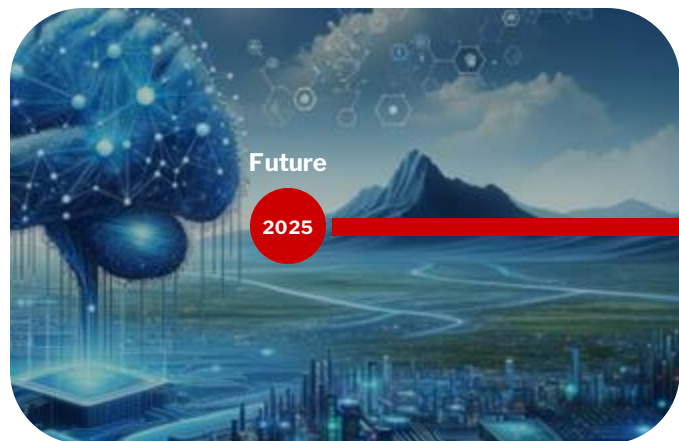
2018

Last mile
represents 55% of
orders

Future

2025





Become best-in-class **Customer Experience** in Nordics

The entire journey online will be the core focus for the future update to the BAUHAUS Nordic sites

What do we want to **achieve?**

MORE RESOURCES

Consolidating IT/Ecom of 6 countries to obtain **cost reductions**

BEST-OF-BREED

Adopting a modern tech stack to ensure **scale**, faster **time-to-market** and better use of **data**

ECONOMY OF SCALE

Changing the **Organization & Culture** to enable working together across markets

Overall Architecture

Quick overview of the approach we are utilizing to reach our goals for a best-of-breed tech stack

**01 Composable
Architecture**

**02 Decoupled
Backend**

**03 Cloud
Infrastructure**

**04
Microservices**

05 API-First

**06 Headless
CMS**

AI

Exploring AI allows us to **improve efficiency**, **enhance customer experience**, and **drive better business decisions** through data-driven insights.

Use cases

- Improve product descriptions with SEO-optimized keywords
- Personalize email marketing based on customer behavior
- Forecast sales and inventory needs
- Enhance product data using similar product information
- Implement image-based search functionality
- Provide step-by-step guides and checklists for customer projects
- Broaden search terms for more relevant product results
- Optimize product placement (in-store, webstock, dropshipping)
- Identify the best products based on market trends and pricing

A young man and woman are smiling and standing in a room that appears to be under renovation. The man is holding a large cardboard box with the BAUHAUS logo on it. The woman has her arm around his shoulder. In the background, there is a wooden ladder, a green power drill, and a paint roller. The overall scene is bright and positive, suggesting a successful move or renovation project.

Key learnings

1. **Build a team that knows your business**
2. **Relentless focus on quality and customer experience**
3. **A long-term vision for the organisation**



Eik Tittel Sørensen
Customer Experience Lead

