Partner:

Office Depot: Meeting and Exceeding Customer Expectations with SAP Commerce Cloud

Putting the customer in the center of their e-commerce strategy, Office Depot deployed SAP Commerce Cloud to surpass customer expectations.

Office Depot provides office supplies and services that enable customers to work more effectively, regardless of where their workstation is located. As a one-stop shop, Office Depot offers an extensive array of office supplies, print solutions, business services and furniture to provide a more productive working environment for their consumers. Office Depot, which includes the Office Depot and Viking brands, operates in 57 countries with a primary focus on customers in the SME segment.

The global supplier implemented SAP Commerce Cloud for its B2B customers to pace online orders and to modernize its e-commerce platform. Looking to the future, Office Depot wants to offer an even more personal approach. The ultimate goal is to achieve a 360-degree view of the customer.
Increasing Online Orders with SAP Commerce Cloud

Company
Office Depot International B.V

Headquarter
Venlo, Netherlands

Industry
Wholesale

Products and Services
Workplace supplies, office furniture, facilities products, daily stationary essentials, technology supplies

Employees
~ 6,000

SAP Solution
SAP Commerce Cloud

Objectives
• Need for an all-in-one solution to manage the website in the complex B2B Commerce segment
• Integrate and link their own back-end systems (including ERP and Order systems)
• A partner that can streamline processes, people and technology to an optimal effect

Why SAP
• SAP proved to be the only provider that offered an all-in-one solution with the option to integrate their own systems
• Professional and cultural fit with SAP C/4HANA

Resolution
• The new B2B e-commerce platform enables the marketing department to work more effectively and flexibly
• Product changes can be made instantly via SAP Commerce Cloud
• Valuable data is converted into action, making it possible to offer a personalised customer journey
• Customer satisfaction scores have improved significantly

>1.500.000
Monthly website visits

40%
Increase in mobile website use

80%
Online order placement

Higher
Customer satisfaction
Introduction

**Digital Transformation** — Office Depot is transforming its traditional mail order business into an easy-to-use online webshop. The website has already grown to become the central point of sale for their products. Five years ago, 20% of transactions took place online; by now, that figure has grown to 80%. The website of the Viking branch of Office Depot Europe had to be updated in order to evolve with changing customer needs and to make better use of all the opportunities. Office Depot operates through 31 different websites in Europe, so every change had to be implemented 31 times. Making a simple change on the website, like adding a new product, easily took 48 hours as a result. Office Depot Europe decided to partner with SAP C/4HANA solutions to streamline processes, people and technology to an optimal effect.

**Short Time To Market** — The new B2B e-commerce platform enables the marketing department to work more effectively and flexibly. Campaigns can be scheduled down to the minute and can easily be adapted along the way. If product changes need to be made, rather than taking 48 hours, it’s now just a matter of seconds. Valuable data is converted into action, making it possible to offer a personalised customer journey. By using the new platform, Office Depot can now achieve much more relevant search results and boost conversion.

**All-In-One Solution** — One of the most important selection criteria was that they wanted an all-in-one solution to manage the website in the B2B Commerce segment. They also needed an option to integrate and link their own back-end systems. A good cultural match with the new business partner was needed as a solid foundation for a productive partnership. SAP Customer Experience proved to be the only provider that offered an all-in-one solution with the option to integrate their own systems.

**Optimal Data Use** — Office Depot is currently working on improving the online returns process. Other than that, they are focusing on proactively offering products based on customer needs.

Following the successful roll-out of SAP Commerce Cloud for B2B for the Viking branch of Office Depot. What comes next are the customers who have their own ordering environment and are still using the old platform. Optimizing data use is one of the cornerstones in that strategy.

**Roy Senior, Product Owner eCommerce Delivery, Office Depot, says:** “Converting data into action offers infinite possibilities. If data on customer behaviour is analysed effectively, offering a customised customer journey comes within our grasp.”

**Agile Approach** — Office Depot, SAP Customer Experience, and Tacit Knowledge quickly operated as smoothly as a well-oiled machine to implement SAP Commerce Cloud for B2B. In the consultancy role, SAP oversaw the quality of the implementation. During the implementation, an agile approach helped to adapt to the rapidly changing digital market. A flexible approach to the digitalization strategy is essential in such a dynamic market. SAP constantly offered choices to make most of the platform.
“SAP Customer Experience proved to be the only provider that offered an **all-in-one solution** with the **option to integrate our own systems**. The professional click we had with SAP C/4HANA was also a decisive factor”

Roy Egas, Senior Product Owner eCommerce Delivery, Office Depot