

How to digitalise a European mail-order business?

Background and goal

Our client, a successful holding company, which acts as a strategic roof for numerous independent and attractive fashion and lifestyle brands operating in the mail order business, asked ANXO MANAGEMENT CONSULTING GmbH to support its transformation from a traditional mail order business to a multi channel retailer.

Nowadays, express and same-day-delivery options enable a quick purchase of various goods from different providers by using only one click – no matter if its via smart-phone, tablet or PC. The traditional mail order business, where the consumer reads catalogues for hours and orders via telephone or fax were common, faces a huge challenge to extend its business in the framework of digitalisation and to successfully transform itself into a multichannel operation.

Realisation

As an expert of digitalisation ANXO MANAGEMENT CONSULTING GmbH was asked to step in with a senior professional as interim manager and member of the executive board. We acted as interim manager to ensure sustainable consulting and rapid progress. To reach the objectives, an implementation and transformation program with focus on digitalisation and customer centricity was applied.

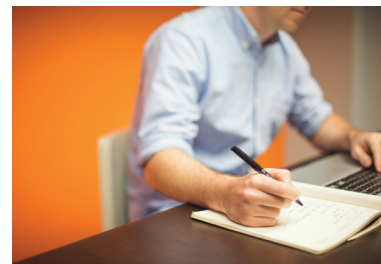
Therefore, a realignment of the existing IT division and establishment of its own digital agency was a logical and important step.

Furthermore, we had the mission to restructure the service divisions and implement self-service functions within the online shops. Beyond that, further development of shop-functionalities was driven forward.

To realise these measures quickly and effectively, the ANXO senior professional acted as group COO.

Outcome

The group succeeded in transforming quickly the business to a multi channel concept fast and successfully. This was important in order to assure sustainable growth and to strengthen the market position.



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