



## **KAVAT CUSTOMER CASE:** Crafting next-level CX with a best-of-breed mindset

Delivering true unified commerce and having a 360 degree view of the customer is something every ambitious retailer on the planet is striving to achieve. But it's easier said than done.

Due to this complexity, it's something very few retailers have solved despite throwing large sums of money at the challenge. The following pages will show you how - by integrating their ERP, POS and e-commerce platform - Swedish shoemaker KAVAT have been able to develop a seamless solution between their physical and digital channels to take their CX to the next level.



Turning unified commerce into reality requires the cooperation of a number of different businesses and the seamless integration of different software solutions. A robustly designed, elaborate infrastructure is required to provide the right conditions for a good customer experience. This poses a complex challenge, but with a clear view of the desired customer journey and the right technology partners it's a challenge that can be tackled head-on and overcome.

This is exactly what KAVAT did by working in conjunction with ERP provider and retail specialists WH Group, e-commerce specialists Youwe, and POS and Unified Commerce Platform provider Sitoo.



“Our partners are easy to work with. It’s simple and straight forward. They have a good understanding of our challenges.”

- Erik Thyrelius, Managing Director at KAVAT.

## BACKGROUND

KAVAT has the knowledge of making durable products, with the ability to withstand the test of time. Carefully selected materials and genuine craftsmanship. Their shoes will last for generations.

Throughout the last years customers have changed. And what they expect from retailers has changed too. In fact, customer behavior is evolving all the time. KAVAT identified this and knew, to deliver the kind of experience they want their customers to have, that they also had to change with the times.

## THE CHALLENGE

With their previous IT infrastructure they weren't able to provide the customer experience they wanted because the retail systems they were using were limited in functionality.

In short, KAVAT's IT architecture and retail software were not fit for purpose for a modern, fast, flexible retailer. They saw the need for an 'organized backbone' running through the spine of their organization. They needed to simplify systems and processes to benefit their customers, colleagues and the business.

The three main objectives:

- Implement omnichannel functionality to be able to meet the new way of shopping.
- Achieve a greater IT maturity throughout the organization.
- Empower their store associates with the right technology.

## THE JOURNEY

KAVAT shifted their mindset in terms of retail software. They honed their focus on finding solutions that would empower them to give their customers what they want.

KAVAT first partnered with Visma Partner WH Group to build a new custom ERP solution. Together they created a flexible and robust Visma Business ERP setup that supported the company's needs and business goals.

With a robust ERP setup in place, the next step for KAVAT was to invest in a new e-com solution supporting a modern and fit for purpose e-commerce. They chose Youwe as a new e-commerce partner. In collaboration with WH Group, Youwe built an integrated e-commerce solution based on Adobe Commerce (Magento Commerce), and soon thereafter also launched their B2B portal, Retailer Central.

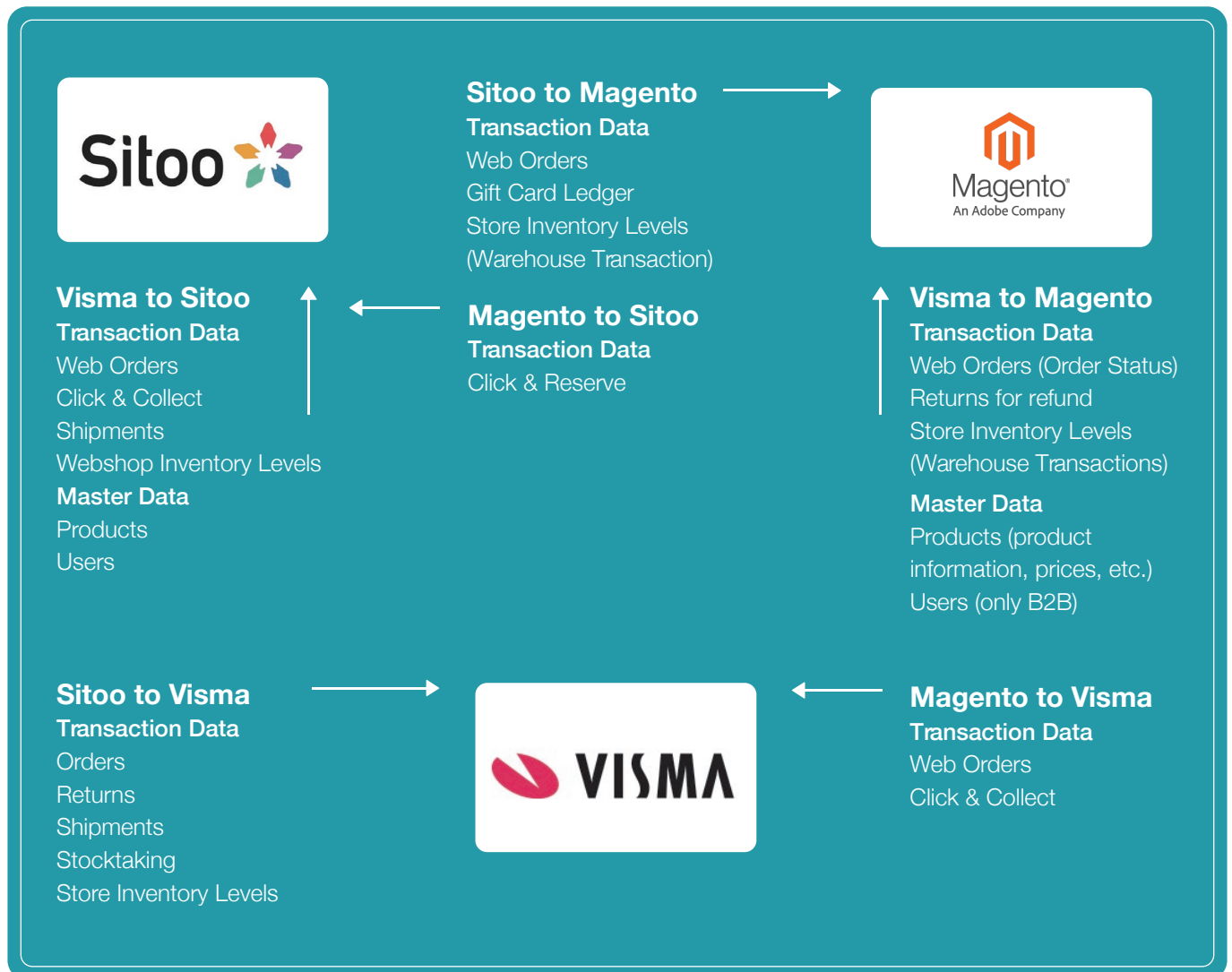
KAVAT's transformation continued when they chose Sitoo to provide the POS and Unified Commerce platform. Together with the Visma Business ERP and the Adobe Commerce platform it laid the foundation to achieve omnichannel flows between their stores and their online sales channels.

With these three best-of-breed providers in place, Youwe designed and developed a number of flows between online and store, in collaboration with Sitoo and WH Group.

## THE SOLUTION

KAVAT's final result of their new IT architectural setup was reached in two steps.

The first step was to integrate Visma Business ERP and Sitoo POS and Unified Commerce Platform, in which Visma Business holds the product registry, e-commerce inventory and connection to the third party logistics Zymbios and accounting. The store inventories are held in Sitoo.



When the basis of integration was finalized, omnichannel flows were added to enable KAVAT's customers to:

- Reach additional sales locations in the stores (Endless Aisle). If the product is not available in the store inventory, it is possible to see in the POS if it is available in the e-commerce inventory and from the POS place an order with delivery to the customer's home.
- Order online with delivery to store
- Order online and return in store
- Reserve online and collect from the store inventory
- Use a number of smart payments



Erik Thyrelius, Managing Director at KAVAT, explains the impact the new IT architecture has had on the business:

**"We've created a far better digital experience to give our customer a better service, regardless if it's B2C or B2B."**



## Summary

The partnership between the three providers Youwe, Sitoo and WH Group has enabled KAVAT to offer their customers a seamless experience – online and offline – based on the customer needs and wishes. Whether it be the handling of returns, deliveries or payment options, the store associates can guide and support them throughout the whole customer journey.

Erik Thyrelius, Managing Director at KAVAT, offers three key takeaways for any organization in the process of starting this type of project:

- Invest in people who are passionate about digital transformation.
- As a customer of an IT vendor you need to be a proficient recipient. Vendors, IT consultants and developers may be very good, but if you're not sufficiently skilled at managing the projects you won't get the results you're looking for.
- Be truly curious and interested. Then you'll get the best results.

# KAVAT®

## ABOUT KAVAT

KAVAT is a Swedish shoemaker. A family company rich in heritage and knowledge about shoes. They have been making shoes since 1945 counting four straight generations, focusing on making great shoes in natural materials. A commitment to quality that dates back decades.



## ABOUT SITOO

Sitoo is a cloud-native Unified Commerce Platform anchored by a Point of Sale for global retailers. The game-changing solution enables retailers to unify all stores and online sales channels in real-time, and empowers store associates to deliver a seamless cross-channel customer experience.



**YOUWE**

## ABOUT YOUWE

Youwe is an ISO 27001 certified digital full service agency. With the help of data and smart algorithms, we help our customers stay up to date on the latest developments in the digital world that are constantly changing. Youwe combines technology, data and creativity to change and improve the way brands communicate with their customers.

## ABOUT WH GROUP

WH Group is an experienced Visma ERP partner and business consultant with profound expertise in complex retail solutions. We are committed to helping customers transform their business and reach strategic goals through creative IT solutions. Powered by Visma's ERP solutions, we create seamless integrations between IT systems, sales channels and logistics which improves customer experience and increases profitability.

Want to hear more about how KAVAT managed to create a seamless customer experience? Or do you have other questions about how we can help your business? We'd be happy to answer your questions, please contact us and we'll get back to you as soon as possible.

Contact Us



**VISMA**

Certified  
Partner

WH Group is the ERP Partner for Growing Retailers, Connecting Sales Channels and Logistics with Business Driven Technology. Certified Visma Partner.



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