

RAJA

Digitally available, **quickly delivered, well protected**

3,000

employees

330,000

m² storage space

9

months



CHALLENGE

- Implement a reliable and scalable commerce platform for selling means for professional packaging, shipping, cushioning, protecting, transporting, and storing goods
- Internationalization and localization: more efficiency when introducing new countries and languages by reducing manual development, testing and implementation processes
- Fast order processing despite the growing product range and the increasing number of consignments

SOLUTION

- Combination of powerful Intershop technology and implementation expertise of Intershop partner Datasolution
- Catalogs specially tailored to the needs of online sellers and the possibility of personalizing packaging material
- Optimal customer experience through seamless integration of all customer touchpoints
- Implementation of new payment options and a chat service in the portal thanks to standardized interfaces based on the REST framework

ABOUT RAJA

With almost 70 years of market experience, the RAJA Group supplies over one million customers throughout Europe and offers the largest selection of packaging materials with 200,000 products. As an international company of French origin, it has 3,000 employees and is represented in 18 European countries. The RAJA Group pursues a multi-channel distribution strategy through 4 complementary channels: catalog, Internet, telephone and field service – and very successfully, as sales of €1.02 billion were recorded in 2020.

www.rajapack.co.uk

Initial situation

If you want to sell goods, you have to protect them. This idea was just as important almost 70 years ago as it is today. What began with the foundation of the company in 1954 continued to prevail: The idea of offering customers the best quality and fast delivery to keep their items protected, no matter how complicated.

In the first years, the company quickly developed from a seller of used cartons to one that offered a wide range of products in the form of catalogs for sale. The focus on business customers was to proactively promote the distribution of these catalogs to various service providers. Until the digital age, this was a promising strategy, but with the rise of the Internet, new markets with different demands became rapidly emerging. Where orders used to be received only by telephone or field staff, an initial online platform with an order function soon joined these channels. The presentation of the entire product range on the net also enabled access to many more products by other customer segments, which increased the conversion rate.

“Today, it is impossible to imagine our business model without the e-commerce platform,” says Nathalie Chapusot, Director Marketing, Sales & E-Commerce from RAJA. “Online sales account for up to 40% of our revenues.”

New technology for more growth

Over time, more countries and languages were added, and manual development, testing and implementation efforts were linked to each of these extensions. Soon it became clear: This needs to be more efficient. The modern RAJASm@rt platform needed a technology and an implementation partner who could ensure that the core business—creating and selling means for professional packaging, shipping, cushioning, protecting, transporting and storing goods—would once again become the focus of attention. “With the combination of Intershop’s Commerce Management and Datasolution as our implementation partner, we found the ideal combination for our needs. In only 9 months of project time the French website was up and all other countries followed after another 9 months”, says Emmanuel Faux, IT WEB Manager from RAJA.

Due to their intensive experience with the outdated version, RAJA Group had a very close eye on which functionalities and general conditions are important for a forward-looking customer portal: “There are now templates for new functionalities, which we only have to adapt and deploy to the required framework conditions. This enables us to serve a wide range of regions and their specific needs—be it price rounding in the UK or shipping conditions to Spain”, says Nathalie Chapusot.

Packaging in the age of Industry 4.0

Digitalization also confronted RAJA with ever new challenges. In a recent relaunch, the portal was optimized for all touchpoints. Emmanuel Faux, IT Web Manager from RAJA: “Our products can now be ordered quickly and easily on the go, and we are expanding our central warehouse by 20,000 m². This enables us to supply our customers within a very short time despite the growing product range and increasing numbers of shipments”.

The implementation of new payment options or a chat service in the portal—thanks to standardized interfaces based on the REST framework, a continuous further development of the customer portal is possible without great project effort.

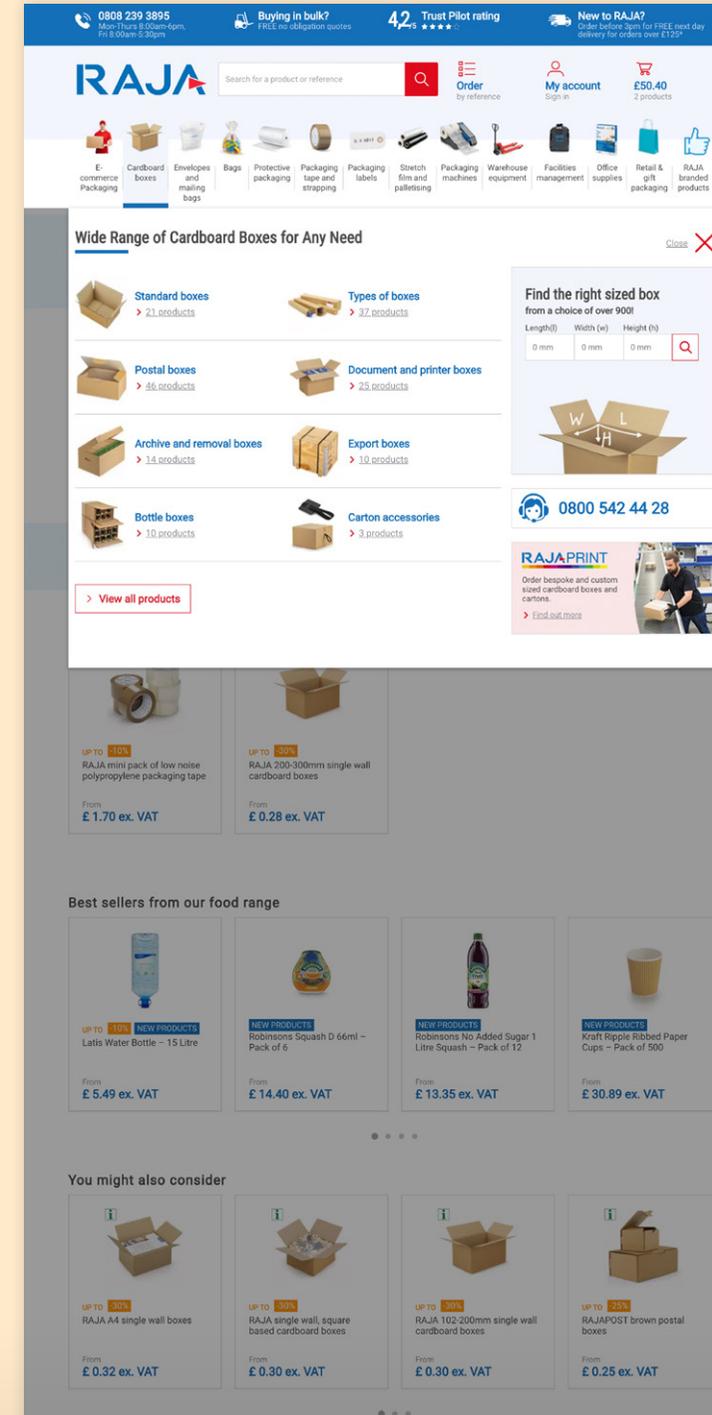
Besides leading labels RAJA also has its own brand, which offers “quality at the best price” and is presented in the shop with its own logo and dedicated catalogs. There are also catalogs specially designed for the needs of online sellers, which make it easier for this customer segment to optimally protect and

package sophisticated products and, of course, personalize them with their own logos during shipping.

The question of an optimal shopping experience will continue to arise in future changes in the company’s digital strategy. It is currently being evaluated whether IoT interfaces such as conversational commerce are suitable to meet the future expectations of customers.

Sustainability as USP

The use of primarily digital means has successfully contributed to the company’s sustainability campaigns for more than 20 years and will continue to do so. Nathalie Chapusot: “We started selling used boxes. We have not lost this basic ecological idea to this day. An example of the new age is that we have been able to reduce our paper consumption for catalog products by 20% since 2010 through the use of digital media. Communication via chat, video conferencing, e-procurement and intranet—this increases efficiency, transparency and creates trust, which has been confirmed by the ISO 14001 certification”.



Orchestration of all touchpoints

RAJA's goal is not to offer the lowest price for the approximately 200,000 products, but rather the best service. For this reason, 330,000 m² of storage space is available in 14 logistics centers throughout Europe in order to offer the best possible service on site. "When a customer calls and has a complex packaging problem, we are there to work with them to find the best solution. Our specific country pages help us to offer entry points and ensure a seamless transition from customer portal to employee. He or she will then have the entire product portfolio available in an individual consulting session", says Emmanuel Faux.

The digital distribution channels also benefit from this seamless interface, because the way in which an order is received by RAJA is not determined by the technology, but by the needs of the customers. The spectrum ranges from classic order forms, calls, online shopping cart, e-mail, the personal account manager on site to the customer's ERP system, which can be directly integrated into Microsoft Dynamics 365 from RAJA.

"We want to make life as easy as possible for our customers. We keep a very close eye on trends in the B2C sector and adopt what we consider to add value. Thanks to standardized interfaces to the e-commerce system, we no longer have to worry about large development projects."

Nathalie Chapusot, Director Marketing, Sales & E-Commerce at RAJA

The screenshot shows the RAJA e-commerce interface. At the top, there is a header with the RAJA logo, a phone number (0808 239 3895), a Trust Pilot rating of 4.2/5, and icons for Data protection and Secure payment. Below the header, there are navigation links for 'My basket', 'Delivery', and 'Payment', along with a red button that says '> Go to secure checkout'. A yellow banner indicates 'First order? FREE delivery with orders over £125*'. The main content area is divided into two sections: 'Your products' and 'Summary'.

Your products	Quantity	Unit price (ex. VAT)	Total price (ex. VAT)
 CAS04UK - RAJA single wall, brown cardboard boxes, 200x140x140mm	- 75 +	£0.40	£30.00 
 P348NLC6R - RAJA mini pack of low noise polypropylene packaging tape, clear, pack of 6	- 12 +	£1.70	£20.40 

Summary	
Total Goods (ex. VAT) 2 references	£50.40
 Delivery charge (ex. VAT)	FREE
Total (ex. VAT)	£50.40
VAT	£10.08
Total inc. VAT	£60.48

ABOUT INTERSHOP

Always nearby



Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver

unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at www.intershop.com.

**SPEAK DIRECTLY WITH ONE OF OUR EXPERTS**

www.intershop.com/en/locations
info@intershop.com