

 RAJA

Digitally available, quickly delivered, well protected: Raja uses Intershop for its packaging solutions

About Raja

With more than 60 years of market experience, the RAJA Group supplies over 700,000 customers throughout Europe and offers the largest selection of packaging materials with 10,000 products. As an international company of French origin, it has 1,700 employees and is represented in 17 European countries. The RAJA Group pursues a multi-channel distribution strategy through 4 complementary channels: catalogue, Internet, telephone and field service – and very successfully, as sales of €561 million were recorded in 2017.

www.rajapack.co.uk

Initial situation

If you want to sell goods, you have to protect them. This idea was just as important almost 65 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 catalogues for sale. The focus on business customers was to proactively promote the distribution of these catalogues 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 and eCommerce 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.” Emmanuel Faux, IT WEB Manager from Raja.

Due to their intensive experience with the outdated version, RajaGroup 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”. Nathalie Chapusot, “Online sales account for up to 40% of our revenues”.

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 catalogues. There are also catalogues 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 almost 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 catalogue 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 140001 certification”.

Orchestration of all touchpoints

Raja’s goal is not to offer the lowest price for the approximately 10,000 products, but rather the best service. For this reason, 210,000 m² of storage space is available in 10 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.” 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 our customers’ lives as easy as possible. 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

ABOUT INTERSHOP

Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop’s unrivaled technology and extensive market knowledge.

For more information on our solutions and services, visit www.intershop.com.

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