

Customer case

VOYADO

NORDIC NEST

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– Robin Ålander, Site Optimization Lead at Nordic Nest



50–100% higher

... conversion, open- and click rate.



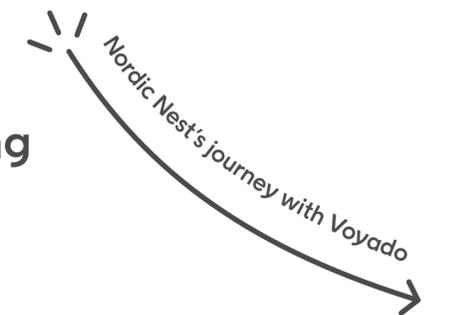
50% fewer

...unsubscribes on segmented emails.



90% more

...time saved on segmenting and following up results.

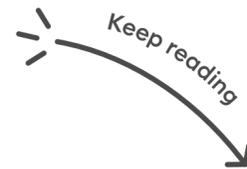


Everything in one platform

Nordic Nest was founded in 2003 with the ambition to become the go-to place online for customers to find Scandinavian designs for their home. As a pure e-commerce, Nordic Nest has made it a priority to always be customer-focused and to help everyone design a home they can be proud of. A few years ago, when Voyado came into the picture, Nordic Nest discovered it was possible to not just focus on the customer but to hyper-personalize every single customer journey...

The main reasons why **Nordic Nest** needed to find a new solution to handle their **communication, automation, and loyalty needs in one platform**, were technical. They were using an ESP and had started to realize all of its limitations.

*"We wanted to integrate all of our data and set up marketing automation, and **Voyado** had so much more to offer than regular **ESP's**," says Robin Ålander, Site Optimization Lead at Nordic Nest. "We got the sense that **Voyado is data-driven but always has the customer as the focus**. The main purpose for Voyado is for the end consumer to have a great experience with the brand – which we loved."*



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Why Nordic Nest chose Voyado over others

When Nordic Nest was looking for a new platform, they sure did their research before the decision was made.

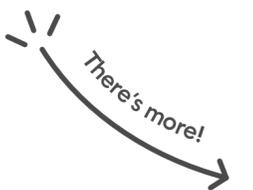
“We spoke to several different CRM providers internationally, but the decision landed on Voyado. Some of the ones we spoke to were too technical, where you practically had to code your emails. **Voyados’ user-friendliness was really appealing**, as anyone in our organization could go in and use it. The structure of Voyado has been really well thought out and planned, with the user in mind. **You can quickly connect marketing automation with emails and follow up and act on results,**” Robin explains.

Another appealing factor that was hard to ignore was the **long list of Voyado customers** – some are similar to Nordic Nest and their business. This made them even more comfortable in their decision. There were several other reasons for going with Voyado as well, for example, **the list of partners that were easy to integrate with** and get started right away.

The implementation

Robin says they were **very impressed with the implementation process** and how quickly they were up and running.

“We got great support along the way. We were very pleasantly surprised as we had a very strict deadline – which Voyado were able to meet”.



A new way of working

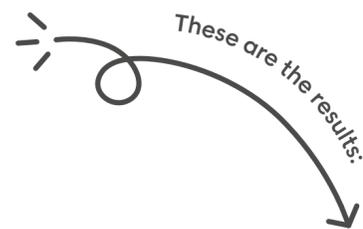
"It's much easier to **follow up on results** now that we have Voyado! We know how successful our email and SMS campaigns have been when it comes to **conversion rates, open- and click rates**, and so on. We can **get personal with our customers** in a whole new way and send out personalized offers. We will have the **abandoned cart feature** set up soon, which we're very excited about!"

According to Erik Öjner, Chief Customer Experience Officer at Nordic Nest, **working with Voyado is a big step forward** in living up to their long-term goal of **delivering the world's best customer experience**.

"Not least by being able to give **the right customers the right information at the right time**. We still have a lot left to explore, but working with segmentation, automation and being able to for instance, adapt segments for Social Media, is a great opportunity for us."

Voyado's forward-thinking was very appealing to the Nordic Nest team, as Robin says:

"**The best part about Voyado is the continuous forward moving journey** which is going in the same direction as us – since Voyado is retail-focused and have similar customers to our business. **They're always one step ahead**, which we have noticed more than once. Because if we ever think of a new feature we would like to have, they already have it in the pipeline or are about to launch it! **We don't have to drive requests forward as they're already in the works**".



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Results

Nordic Nest can now send **personalized communication** with the right information at the right time. The **simplicity in segmenting and creating automation** has allowed them to send communication that their customers want to receive.

“We are constantly looking for ways to create a top-of-the-line customer experience and **working with a tool like Voyado is definitely a big piece of a multi-layered puzzle**. We see tremendous potential with Voyado and are excited for the journey ahead as we explore more ways in which we can create **the world’s best customer experience** at Nordic Nest,” says Erik.

Since Nordic Nest started using Voyado, the conversion, open- and click rates from their communication has **increased by 50–100%**. Segmented emails have led to **50% fewer unsubscribes**, and they have **saved 90% more time** when it comes to segmenting and following up results.

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