Customer Case

Happy Angler®

Improving the customer experience with Voyado CXP

VOYADO

Spreading the happiness of fishing through great experiences

Happy Angler is one of the leading North European fishing stores with fishing products and marine electronics for both beginners and more active fishers. They are operating in four markets — Finland, Sweden, Russia, and one global site. The Happy Angler online store is available in four different languages, and they dispatch orders to more than 40 different countries each day.

Happy Angler wants to spread the happiness of fishing! And they are always striving to provide their customers with the best experience possible on their site. **They want to create a feeling of belonging** when buying fishing gear from them — and they share pictures of customers on their fishing trips from all over the world on their website.

Improving their customer communication with Voyado's CXP

Before Voyado, Happy Angler struggled a bit when it came to communicating efficiently in a personal and relevant way. **They needed an efficient platform that could handle what they were aiming to give their customers**. Juha Salonen, Head of content creation, who has worked with many different CRM tools, says they went on the market to compare different solutions. In the end, **they followed Rusta's advice** to use Voyado — since they are so happy with Voyado's CXP and highly recommended the platform to Juha.

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"As soon as I got Voyado presented for me, I really liked what I saw. We used a local platform before we switched to Voyado and we noticed straight away that Voyado is a better fit for us, thanks to its ease of use and all the functionalities."

— Juha Salonen, Head of content creation at Happy Angler

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"It's easy to provide personalized experiences in different languages now"

Since Happy Angler communicates in four different languages, Voyado's segmentation feature has made life a lot easier for the ones working in the platform — **since they can create different lists based on interests, and countries, etcetera.**

"The **marketing automation feature** is extremely helpful for us, and it helps us give customers in all markets a one-to-one kind of communication" says Juha.

Juha also says one of the best features in Voyado is the dynamic content they can use to send different variations of the same email depending on the segment. **It makes it easy to provide personalized experiences to customers in all their markets**. He also emphasizes the importance of populating marketing emails with products through Voyado. Happy Angler has a big product catalogue that requires a proper tool — and they are happy that **Voyado allows them to add content and products to emails**.

"**The A/B testing** is also a great tool for us that is very intuitive, and we can easily see the outcome of the tests. It gives us the **valuable information to know what works best** so we can keep working towards giving our customers what they want", Juha says.

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Planning a loyalty program through Voyado

Happy Angler has a membership program called **the Happy Angler Club** which has been active since 2014. They are seeing a steady stream of new members and with all the functionality they have in Voyado now, they can start planning for a brand new loyalty program **that will take their customer experiences to the next level**.

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"I have used various systems and platforms in the past and Voyado is one of the simplest to use. I would highly recommend Voyado."

— Juha Salonen.