



*The implementation of FactFinder Next Generation was very fast and fulfilled our business requirements for search and merchandising capabilities in all touchpoints and in all channels.*

**Egil Grønn**

*eCommerce System Manager*

# Navigating digital evolution: Elkjøp Nordic's journey with FactFinder

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Elkjøp Nordic, also trading by the names of Elgiganten and Gigantti, is a leading player in the northern European consumer electronics industry. Affiliated with Dixon's Carphone, it is the largest consumer electronics retailer in the Nordic countries with over 400 stores in six countries and over 12,000 employees. The company caters to both B2B and B2C markets through its online shops, striving to provide an unparalleled shopping experience for all its customers.



## Embracing digital transformation

Elkjøp Nordic embarked on a transformative partnership with FactFinder over a decade ago, with an objective to elevate their product discovery and digital customer experience. Back then, Elkjøp Nordic operated multiple distinct channels - B2B, B2C and physical retail stores, each with unique search and navigation instances. Despite the capability of each channel to deliver relevant results and a superior online customer experience, the segmentation posed challenges. The primary issue was the inability to extend configurations and new technologies seamlessly across channels due to the customizations unique to each. Moreover, it required resource-draining maintenance efforts by numerous teams and employees.

To stay ahead in the digital transformation race, Elkjøp Nordic decided it was time to go omnichannel. Now, all their eCommerce channels operate under a unified system, achieving remarkable synchronization across B2B and B2C sites. They took the opportunity to also take their partnership with FactFinder to the next level, implementing FactFinder's latest innovation, Next Generation. This leading product discovery technology

was now used across all their channels, including four new B2B channels and an in-store retail sales tool. Now, Elkjøp Nordic can leverage data across all of their channels to achieve an unparalleled online shopping experience. Egil Grønn, eCommerce System Manager at Elkjøp Nordic, explains, "that's actually the greatest benefit, that we have implemented a solution that makes it possible for us to utilize the product fields that we have in our core systems." With just one employee now able to administer site features and perform the workload of 40 employees, Elkjøp Nordic has achieved substantial cost savings.

Since implementing Next Generation, there has been no occurrence of system downtime, even on days with exceptionally high traffic of more than 40,000 requests per minute. The search and merchandising processes operate seamlessly and quickly, resulting in an outstanding customer experience. "The ability to support API's for live, real-time updates is also a great addition," remarks Egil.

## A successful partnership with KPS AG

The transformation journey of Elkjøp Nordic was not undertaken alone. It was the robust partnership with FactFinder and KPS that enabled the successful implementation of Next Generation and the subsequent consolidation of their diverse systems. KPS's expert team was enlisted to support with these initiatives based on their unparalleled expertise and impressive track record. Egil emphasized the exceptional level of collaboration during the transition: "The highlight was that everything was always delivered on time. It was amazing teamwork, having people available all of the time." This highly effective partnership was pivotal in achieving Elkjøp Nordic's goals of operational efficiency and elevated customer experience.

## A full range of eCommerce capabilities with FactFinder

Elkjøp Nordic's collaboration with FactFinder has not just resulted in streamlined operations, but also opened up a myriad of possibilities in enhancing the overall customer experience. FactFinder's multifaceted capabilities extend well beyond improving site search and navigation. The platform's rich suite of features, including advanced personalization, intelligent product filtering, efficient campaign management, and much more, offer Elkjøp Nordic a holistic solution to drive customer engagement and conversion.

### Project results:

- ✔ Consistent shopping experience across all sales channels
- ✔ Full range of product discovery capabilities to drive conversion
- ✔ Cost savings in the administration of site features
- ✔ Stable performance, even at traffic peaks of 40k request per minute
- ✔ Synergies between online shops and stationary stores

## The value of search and product discovery

“Search is the core of your online shop,” Egil explains. “Most users that end up buying something are using either the search function, navigation or the product filters. And not just any search - a good search. It’s a key functionality that needs to work well, all of the time,” which is why Elkjøp Nordic has placed their trust in FactFinder for over a decade to deliver this key component of their digital channels.

The initial integration of FactFinder led to an impressive tenfold decrease in search queries, with customers finding their desired products faster and with fewer search attempts. Egil recommends that other retailers take a closer look at the search queries they receive: “Just because you have a lot of searches, doesn’t necessarily mean that people are interested in your products - maybe they’re just struggling to find what they want.” This sentiment is backed up by the fact that their decrease in search queries brought with it a large boost to their conversion rate.

## Local results with Geo

Elkjøp Nordic noticed that users who interact with their product filters are 10% more likely to convert. To leverage this, they used FactFinder’s Geo module to introduce a new filter that allows online visitors to view store stock availability. Now online customers can easily see if the products they’re looking for are available for pick-up or purchase in their nearby store. It is particularly helpful for shoppers who are already in a brick-and-mortar store, because they can now confirm availability on their mobile device without queuing or asking sales associates. Additionally, Geo allows Elkjøp Nordic to create new ranking rules that prioritize products closer to customers’ preferred stores. The aim is to enhance this feature further by introducing a filter that displays products within a specific area, considering the presence of multiple Elkjøp Nordic shops in that vicinity.

## Improving processes with FactFinder Merchandising

Previously, the creation of campaign pages inside their eCommerce and B2B platforms was manual, time-consuming and error-prone, with up to 40 employees engaged in this process. This was not only unproductive but also limited the effective utilization of marketing efforts. With FactFinder, campaign pages can now be set up easily and automatically, significantly improving the process and saving valuable time and resources.

## Exploring Guided Selling

Elkjøp Nordic has also begun to experiment with FactFinder’s Guided Selling module, revealing promise for the future. It works by guiding customers through difficult product decisions through a Q&A format. Each question answered narrows down the results, resulting in a precise pool of recommended products. Instantly, generic, typically non-converting search queries transform into reduced bounce, higher conversion and increased trust. Egil commented that, as a built-in feature of FactFinder, the Guided Selling module simplifies integration with normal filter behavior, offering considerable benefits over decoupled solutions from external partners.

## The impact: a successful digital evolution

Elkjøp Nordic’s journey with FactFinder and KPS AG highlights the transformative power of intelligently leveraging eCommerce technology. Through FactFinder’s Next Generation product, Elkjøp Nordic streamlined operations, enhanced customer experience and boosted conversion rates. Their experience serves as a valuable lesson for businesses navigating digital evolution, emphasizing the crucial role of customer-centric strategies and efficient internal processes in achieving competitive advantage.



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eCommerce System Manager

## About FactFinder

FactFinder is the European leader in eCommerce product discovery and search. We help over 2,000 online shops worldwide like MyTheresa, Intersport, OBI, Stihl and Elkjøp Nordic increase revenue by 20-33% with outstanding shopping experiences.

By combining human and artificial intelligence, we understand every shopper's intent from the first click. We call that authentic intelligence. Smarter algorithms and human expertise create a union that will always give a competitive edge.

Everyday millions of B2C and B2B shoppers find what they are looking for with FactFinder – fast, personalized and with joy.

## About KPS AG

KPS AG is a leading European consulting company specializing in digital transformation. Their team of seasoned consultants is dedicated to making a meaningful impact on their clients' businesses. Their flagship offering, Instant Platforms, facilitates industry-specific end-to-end processes for businesses. These platforms, immediately available in SAP S/4HANA and the Customer Experience Cloud solutions, allow for comprehensive standardization with targeted customization. KPS AG provides scalable, ready-to-use solutions, ensuring time and cost efficiency in digital transformations.



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