



CASE STUDY ELECTROLUX VIETNAM

Designing & building an eCommerce website in four months for Electrolux

Niteco created an Ecommerce website for Electrolux Vietnam, covering everything from discovery and design to implementation, SEO and analytics.

THE CHALLENGE

Electrolux Vietnam needed an Ecommerce website that not only allowed for proper showcasing of the products and their benefits, but also ensured smooth transactions and secure payments. In addition, the company needed support concerning the unique characteristics of the Vietnamese Ecommerce market as well as available options for shipping and payments.

THE SOLUTION

Owing to the large scope of the project, Niteco and Electrolux kicked off with a one-month discovery phase, bringing together a multitude of stakeholders and determining the must-have requirements. Due to Covid, over 50 hours of workshops were conducted virtually. Niteco's team then designed the new Ecommerce site, creating visually appealing

designs and efficient user flows, and assisted in setting up the logistics and payment aspects. Our development experts built the site on Optimizely (formerly Episerver) and Optimizely Commerce, integrating it with Electrolux's existing PIM and ERP systems and heavily emphasizing web performance and speed.

THE RESULT

- In the first full month alone, the site saw more than one million pageviews and a healthy conversion rate for finished goods. The combined efforts of Niteco's content and SEO teams also ensured an SEO score of 97/100.
- Sales for the new Ecommerce site in Vietnam are estimated to reach more than 1.1 million USD per year, and this ECommerce website template will be implemented in additional countries like Singapore, Malaysia, Australia, Taiwan, Korea and Thailand.