

Case Study: Smeg

Creating a Customer Experience fit for one of Italy's most iconic brands



Smeg Creating a Customer Experience fit for one of Italy's most iconic brands

Smeg, the Italian manufacturer, famous for its elegant and distinctive domestic appliances, has used Naveo Commerce in its UK subsidiary since August 2005. Naveo Commerce has enabled Smeg to make significant improvements across sales, logistics and fulfilment.

Did you know that Smeg is an acronym for Smalterie Metallurgiche Emiliane Guastalla, which roughly translates as metal enamelling factory in the village of Guastalla.

Smeg was founded in Northern Italy in 1948, it is a family run business with the third generation of the Bertazzoni family currently in charge - the products are still manufactured in Italy.

Smeg UK, was established in 1989 and is one of 18 major subsidiaries worldwide. Based in Abingdon, Smeg UK supplies an extensive range of over 1,000 products across the UK via its growing infrastructure network of major retailers and distributors.

Smeg UK has continued to grow year on year, due to the success of their built-in and freestanding appliance collections and their recent addition of small domestic appliances (Toasters, Kettles etc). Their iconic product ranges are packed with exceptional design features and technological developments.

Smeg is one of Naveo's longest standing OMS customers, with their first implementation of the solution in 2005. The relationship with Naveo began when Smeg set out to improve efficiency, accuracy and responsiveness throughout its order-to-delivery process. In particular, Smeg wanted to integrate its sales function more tightly with logistics, integrate its UK operations with manufacturing in Italy, and reduce administration overheads for its multichannel distribution business.



Key benefits



Increased efficiency and flexibility



Improved warehousing and fulfilment processes



Better control of pricing and customer information

Since then, Smeg opened the doors to their first dedicated UK retail store on 2nd September on Regent Street, London. As you would expect from such a design conscious brand, the flagship store looks fantastic!

Smeg chose to use the Naveo Commerce Mobile Services on two tills (using Chrome) and 4 Android tablets (using the APK) with card payments integrated into the SagePay Cloud Payment Solution to capture their sales orders

Why Smeg Chose Naveo

"We chose Naveo because of its clear focus on the requirements of our wholesale distribution business.

We looked at other solutions, but only Naveo had both the functionality we required and the understanding of the distribution market" said Simon Jarvis, IT Manager at Smeg UK.



Improved Sales Visibility and Performance

Smeg UK has a 22-strong sales team that focus on its various distribution channels. Using Naveo has improved their visibility of stock levels in the main warehouse in Portsmouth, as well as in warehouses in Italy. Inventory data from Italy is imported into Naveo on a daily basis.

This means that sales staff can give customers much more accurate information about the availability of products.

Efficient Order Processing

Orders generated by the sales force are processed by eight dedicated staff. Smeg have around 200 orders per day but the challenge lay in the size and complexity of the orders. Each order can have 100 or more lines and products require options and mandatory accessories. For example, a cooker may require a splash-back, which is available in two sizes. "Before working with Naveo our sales order entry staff had to deal with these product configuration issues manually," Simon Jarvis said. "With Naveo, the system manages linked products and mandatory accessories automatically."

Control of Pricing & Customer Info

Using Naveo gives Smeg full control over the pricing process. Pricing is complex, with different discounts negotiated for different distribution channels and a wide range of products and options. Naveo gives Smeg the control it needs and makes it easy to update pricing changes in the system quickly and accurately.

Naveo also gives Smeg a single source of customer information. Each customer account has one invoicing address but can have any number of delivery addresses, contact names and numbers.

"Picking accuracy has increased to 99.9% using Naveo Commerce."

Simon Jarvis
IT Manager, Smeg



About Naveo Commerce

The Perfect End to End eCommerce Partner

For retailers – big and small – for whom success depends on growing online, we provide the perfect End to End platform: a cloud-based SaaS solution, with Headless commerce engine, OMS and Fulfilment technology. The solution is ideal for retail, SMB's and Enterprise across all vertical markets.

More Efficient Warehousing

Using Naveo Commerce has helped Smeg make dramatic improvements to its warehousing operations. "Picking accuracy has increased to 99.9 per cent using Naveo Commerce,"

Simon Jarvis continued "Back to back orders are easier to manage, and orders can now be shipped complete or incomplete, which increases our flexibility and improves service for customers."

Improved Reporting and Intelligence

Using Naveo Commerce has also given Smeg a major improvement in the quality of management information. Using the Naveo Report Writer, the company can generate a large number of reports in-house, and make them available to any Naveo user without needing to rely on expensive additional reporting software. Reports can be distributed via email, mobile phone or made available to run within the main Naveo system.

With Naveo Commerce, sales reports are run daily and emailed automatically to the sales team, who can also run the reports manually within Naveo. This gives the sales team much greater access to information and allows them to present the information in a more professional manner to customers. At the same time, Smeg's Sales Director has access to a wide range of intelligence on sales performance, which helps the company meet revenue targets and manage the salesforce more effectively.

Since the beginning we had a dream – it was simple – to make buying online as smooth and easy as possible. Digital Goodie was founded by a group of friends and entrepreneurs back in 2009. Ten years on and Digital Goodie acquired Maginus in 2019. In September 2020, the two products combined and Naveo Commerce was born! Our partnership with Magento and Episerver continues as a core consulting arm under Maginus, a Naveo Commerce brand.

Naveo Commerce is venture-backed by the US based eCommerce growth fund Black Dragon Capital. Today we employ retail industry experts and technology specialists in two different continents across three locations.

We work closely with our customers to help them realise their potential online growth through connected commerce.

The Naveo Commerce platform has won awards for the best user experience in 2015, best online store of the year in 2013, and comet of the year in 2012. Our proprietary recommendation technology is praised by IGD Retail Analysts. What's more, we are listed alongside leading applications in the Gartner Digital Commerce Vendor Guide and eConsultancy's Top 100 Digital Agencies Guide – both for two years in a row.

United Kingdom

Floats Road
Greater Manchester
M23 9PL

Tel: +44 161 946 0000

Finland

Hämeentie 19
00500 Helsinki
Finland

Tel: +358 20 794 0850

US

6400 W Boynton Beach Blvd
STE 740486, Boynton Beach,
FL 33474

hello@naveocommerce.com