



KICKS & Klarna.

KICKS gets a delivery make-over with Klarna.

KICKS is Scandinavia's leading beauty chain. With 240 stores and a vibrant e-business, it offers 25,000 makeup, skin and hair care products from 300 acclaimed brands like MAC, Urban Decay, Anastasia and Smashbox. Now its online customers not only look good, they can feel great about delivery too, thanks to Klarna.

Savvy beauty buyers in Sweden, Finland and Norway love to browse KICKS' webstores for pleasure, value, choice and convenience. They have their own unique needs - from skin-matched formulas and preferred brands to eco and animal friendly products and sustainable packaging. And, when it comes to delivery, they're just as discerning.

Retailer
KICKS

Business focus
Beauty retailer

Location
Scandinavia

Klarna solution
Klarna Shipping Assistant

KICKS | Klarna.

Challenge

No matter how engaging the website or popular the products, shipping issues can soon turn shoppers off at the checkout. This includes long lead times, slow delivery, poor choice, and high costs. Some studies suggest it causes 3 in 4 consumers to abandon their carts (77%) and prevents more than half (58%) returning to a retailer¹.

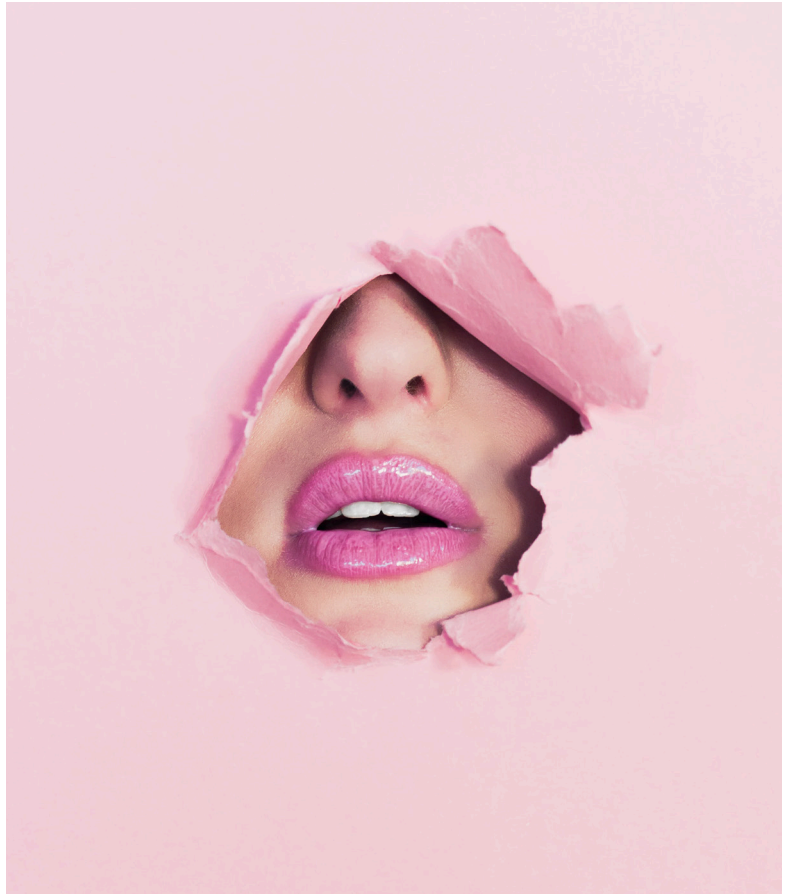
Yousef Rouholamin, Development Lead at KICKS, explains, "When it comes to making or breaking a sale, shipping is often a deciding factor. If the options aren't right, shoppers will ditch their baskets and go elsewhere. However, many ecommerce systems struggle to keep pace with changing delivery landscapes. New services are often admin-heavy, costly and hard to integrate."

¹ Big Commerce

Solution

KICKS wanted an easy to implement, simple solution that put its customers in control, with lots of shipping choice and a seamless UX from shipping and tracking to returns. It was already using Klarna's Checkout V.3 (KCO) to give customers new ways to manage cash flow and to see goods before buying. This service also offers Shipping Assistant, a dynamic delivery management solution that supports any delivery method, on any device, in any market.

"Klarna Shipping Assistant was a low-effort, high-value solution to our delivery dilemma. It was a real win for KICKS" says Yousef. "It gave us all the functionality and flexibility we needed, allowing us to roll-out services fast and maintain a great UX. But the real beauty was that we could switch it on instantly, using the same platform to manage both our payment and delivery services. Integration was really easy and hassle-free."



With Klarna Shipping Assistant, delivery options are presented neatly inside the KCO i-frame, making the checkout even faster, and displaying whatever shipping logic the merchant has configured in-house or with 3rd party suppliers. For customers, it's just as easy. Delivery options are updated in real-time based on their address. After their purchase, customers can track deliveries in real-time using the Klarna app, which they can also use to record any returns. This reduces customer service errands, saving retailers precious time and resources.

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Results

Since going live with the service in April 2019, KICKS has seen positive results. Yousef confirms "Overall our conversion rate has increased by 12% for new customers. We have also seen a 5% increase in existing customer conversion which is a real bonus. Our KICKS Club loyalty program has over 1.5 million active members, so uplift here can have a significant impact on our sales performance. In addition, in the beauty world, good news spreads fast which means it's attracting even more customers through referrals." Klarna Shipping Assistant has also helped boost KICKS' marketing efforts, providing tools to extend customer alerts and notifications. For example, KICKS has started using cross-sell tactics on the 'thank-you' side of the order and delivery process. This activity alone is generating 3% additional sales on orders averaging 20 euros.



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Benefits

It's not just improvements in conversion and order value that's added to KICKS' bottom line. With Klarna they're reaping the rewards internally too.

According to Yousef, "It used to take us 40 hours to add a new shipping carrier to our checkout. Now with Klarna and our TMS partner, it takes about 5 minutes. The time saved has freed our staff to focus on other web improvements and support functions. It also means we can respond much faster to market demands; adding, adapting and editing delivery options to keep our services relevant and fresh." KICKS is no stranger to best in

class practices. It was awarded "Logistics Solution of the Year" at the Retail Awards in 2019 and trusts Klarna to elevate its delivery solutions.

"As a company, we pride ourselves on doing logistics really well. It's one of the things that really stands out and helps to boost consumers' confidence," adds Yousef. "There's no doubt that with Klarna Shipping Assistant, delivery is now easier, simpler and more attractive for the customer, which is a great differentiator in the Nordic's increasingly competitive beauty market."