

AfterPay powers Stormberg to peak performance



FINANCIAL SOLUTIONS

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For us, payment must be part of a good customer experience

When Stormberg decided to pursue its full growth potential, the successful Norwegian company needed to find a supplier that could offer a customised payment solution that was efficient, future-proof and customer-focused. That led to the choice of Arvato Financial Solutions and our AfterPay payment-after-delivery system.

AfterPay is a flexible solution for online and offline retailers, allowing customers to choose how they want to pay for a product once they have received it.

André Steinsholm, E-Commerce Manager at Stormberg, says: "We are very happy about the choice we have made – not least because, when they follow up, Arvato never give us the feeling of being a small fish in a big pond."

WHY WE CHOSE ARVATO

Stormberg CFO Ole Hasaas says: "We have a strong brand, and an ethical attitude towards the environment and our customers' welfare. In our search for a partner, we were worried that we might meet suppliers who were solely interested in making money out of bad payers and the fees they could charge. At Stormberg, we don't want to contribute in any way to our customers getting into financial difficulties. We felt that Arvato saw eye to eye with us on this point, and that they would really help us offer good customer service."

Petter Sæther, Senior Key Account Manager at Arvato, is responsible for our work with Stormberg. "We are conscious of our role as an extension of Stormberg's customer service offering," he says. "We want to create customer loyalty through agile solutions and secure business."

"We would never have grown from NOK 28 million to 100 million in four years if Arvato had not been in our team."

Ole Hasaas, CFO, Stormberg, Kristiansand

A POSITIVE CUSTOMER EXPERIENCE MEANS EVERYTHING

Hasaas stresses that the most important aspect of the partnership between Arvato and Stormberg is that customers are offered an invoicing solution that meets their needs. My AfterPay, Arvato's customer-friendly portal, gives Stormberg customers a complete overview of invoices and payments. Using My AfterPay, customers can easily divide up their payments or pay an entire invoice all at once. The terms are clear and simple, with no use of financial jargon that can often be difficult for customers to understand.

"At the checkout, when you choose to pay by invoice, you aren't transferred to another website either," he says. "Nobody has trouble finding their way back to the online store, and the fact that the credit check is performed directly on the page also keeps the customers here with you. After getting rid of the invoice fee, we saw that AfterPay is the preferred payment method in our online store, so we use the invoice as a marketing channel, along with Arvato."

Stormberg

- Established in 1998 by Steinar J. Olsen
- Headquarters in Sørlandsparken industrial park, Kristiansand, Norway
- 360 employees
- Turnover in 2015: NOK 399 million
- Partnership with Arvato Financial Solutions ongoing since 2012

Stormberg is a Norwegian sports and outdoor clothing supplier. In 2002, it became the first Norwegian textile and sports brand to gain membership of the Ethical Trading Initiative Norway. Stormberg collaborates with the Norwegian Society for the Conservation of Nature (Norges Naturvernforbund) on developing environmentally friendly, toxin-free sports and outdoor clothing, and has received numerous awards. In 2014, 2015 and 2016, Stormberg was named Norway's most sustainable company in a Sustainable Brand Index study. In 2013, it was also named Best Web Shop by Posten/Bring. Today, 1% of its turnover is donated to charitable and humanitarian projects, amounting to contributions to date of more than NOK 30 million.

In Sæther's view, "Invoicing is a free channel for customer communication and marketing that more companies should use."

Stormberg and Arvato work constantly on developing the customer experience on the payment front, Steinsholm says. "We have recently developed a much better checkout, with far less scrolling up and down on the overview image. Besides that, the new phone number search function allows a registered address to be retrieved automatically, saving the customer the bother of entering their address and postcode. This makes life very easy for them."

LONG-TERM PARTNERS

Hasaas says: "We would not have had growth from NOK 28 to NOK 100 million in four years if we hadn't had Arvato on board. They have always been solution-oriented, implementing changes and making updates based on our input and feedback.

"We know that Arvato is a partner we can count on. They take good care of their customers, following us closely. On top of that, we have cooperated seamlessly even though Stormberg has grown in size. We save a significant amount of money through this partnership, which gives us more control than we would have if our customer service staff had to manage invoicing and customer enquiries in addition to everything else they do.

"And last but not least, Arvato is a partner we can grow with – something that is essential for an ambitious brand like Stormberg." □



Andre Steinholm,
E-commerce manager,
Stormberg, Kristiansand

Ole Hasaas, CFO,
Stormberg, Kristiansand

A woman and a man in business attire are looking at a laptop screen. The woman is smiling and looking towards the man, who is looking down at the screen. The background is a soft, blue-toned image of a world map with a network of lines connecting various points. The overall mood is professional and collaborative.

Arvato Financial Solutions – Supporting you every step of the way

We deliver a complete suite of financial services that improve your business processes while delivering a better overall customer experience. With cutting-edge solutions covering everything from risk assessment, payments and invoicing to debt collection and management, we make every transaction more convenient for you and your customers.

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Convenience in every transaction

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