

Luzern Solutions

Multi-Channel Solution Triples Growth and Doubles Efficiency for Maximum Exposure

Company Overview

Luzern Solutions provides a range of innovative e-Solutions and services to maximise the financial return from sales of consumer product returns, ex demo, surplus and obsolete stock. Typical Clients hail from the consumer electronic and IT industries. The company is one of Europe's leading online resellers of new, used and refurbished consumer electronic brands at deeply discounted prices. By partnering with many leading brand name companies, Luzern has been able to save consumers lots of money on their favorite brands. Luzern takes pride in doing things right by selling only products that have received stringent testing to ensure proper working condition and quality. Originally focusing on the UK and Irish e-marketplaces, Luzern now sells across UK and Ireland, France, Germany, Italy and Spain and will be debuting a select line of consumer electronic products over the next couple of months in the U.S.



Location: Dublin, Ireland
URL: www.LuzernSolutions.com
Industry: Consumer electronics, e-commerce solutions for consumer product returns, ex demo, surplus and obsolete inventory

“Our goal is to ensure our products appear wherever buyers are shopping. Premium Marketplaces helps us easily populate and sell across numerous channels, ensuring we only promote in-stock items and can guarantee a positive return on investment.”

- Pat Sherlock
 Director of Finance & E-Commerce
 Luzern Solutions

ChannelAdvisor Solutions:

Product: Premium Marketplaces, Stores

ChannelAdvisor Complete® helps the world sell online with applications that enable retailers to efficiently distribute their products across multiple online channels, drive shoppers to those products and then convert those shoppers into customers.

ChannelAdvisor Stores make it easy for single channel retailers to up sell products from eBay stores to their own websites and cross promote products over multiple marketplaces by merging across-the-board efficiencies with the ability to extend their brand to a broader audience. Best of all, it's free to Premium Marketplaces customers.

A powerful part of the ChannelAdvisor Complete platform, Premium Marketplaces helps retailers sell more and spend less on sites like Amazon, Buy.com, eBay, Pixmania and Trading Post. By allowing online retailers to focus on growing their business, Premium Marketplaces automates the tedious tasks of e-commerce from product distribution to post-sale. Get more products in the right places and reach over 140 million buyers with ease.

Situation

Since its inception in 2002, Luzern Solutions has been on a rapid rise, but its marketing team wanted to make sure its growth was steady and controlled. According to Jackie Brannigan, Head of Marketing at Luzern, the company had tried some early e-commerce products, but couldn't find one that allowed them to list products fast enough to keep up with product demand and the company's swift pace.

"We needed to increase the speed with which we could reach large numbers of consumers over multiple e-commerce channels so we could operate internationally and drive more consumer demand for our products. To make this happen, we looked for a partner that could combine technology, know-how and best practices into a single solution," she said.

When Luzern's eComm team discovered ChannelAdvisor's Premium Marketplaces, it found the perfect ally to help it manage large volumes of SKUs, maximise its exposure across e-commerce channels and increase sales. "ChannelAdvisor addressed our pain points by providing the ability to scale lots of volume across lots of different channels," said Pat Sherlock, Luzern's Director of E-Commerce.

Solution

Premium Marketplaces's expertise and technology provided the efficiencies, the business growth and the e-commerce channel opportunities that Luzern was looking for. With central inventory management, Luzern could manage its inventory in one place, regardless of where it was sold. This allowed Luzern to create inventory once, distribute it across channels and ensure products sold were always in stock, ultimately satisfying customer demand.

Robust listing management features including automated scheduling, easy bulk item launches and "smart" re-launching kept a continuous supply of product on every marketplace and saved massive amounts of time. "Premium Marketplaces helped Luzern in our everyday business by providing us the means to handle a large volume of transactions on many marketplace and channels," Sherlock said. "We were able to be more efficient in the way we handled large volumes of SKUs and squeeze more sales in the same amount of time." And along with more efficiency came more time to focus on business growth. "The ability to track sales by category and by marketplace allowed us to focus our efforts into optimising price points and sales velocity, resulting in even stronger sales," added Brannigan.

Premium Marketplaces's easy integration of new shopping venues including international marketplaces and Google Product Search helped Luzern quickly capitalise on revenue opportunities. Integrating Amazon.co.uk was a huge success. "We found Amazon Seller Central relatively easy to set up and within days we were seeing a large volume of sales," Sherlock said. "In fact, Amazon has been a very attractive marketplace for us to sell into."

Results

Three years after launching Premium Marketplaces, Luzern has been able to scale its business efficiently across a multitude of marketplaces. Since 2005 its sales have tripled. In the last 12 months alone, Luzern has gone from processing an average of 5,000 orders a month to over 10,000 and expects to easily replicate that success over the next year.

"Our goal is to ensure our products appear wherever buyers are shopping," concluded Sherlock. "Premium Marketplaces helps us easily populate and sell across numerous channels, ensuring we only promote in-stock items and can guarantee a positive return on investment." added Fairhurst. "By partnering with e-commerce experts we have been able to launch a sophisticated site in record time, extremely efficiently."

FOR MORE INFORMATION

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ABOUT CHANNELADVISOR ChannelAdvisor helps the world sell online with applications that enable retailers to efficiently distribute their products across multiple online channels, drive shoppers to those products and then convert those shoppers into customers. The ChannelAdvisor platform empowers retailers to distribute their products across multiple online marketplaces, comparison shopping sites and search engines. With application features such as keyword generation, to in-depth reporting, to our merchandising engine, retailers gain the tools they need to easily fine tune and analyse their marketing efforts to drive more shoppers to their products. Rich media offerings and storefront applications enable retailers to provide an engaging online shopping experience that represents their brand and is optimised to convert shoppers into customers. In 2008, ChannelAdvisor managed over \$2.6 billion in gross merchandise value (GMV) on behalf of leading retailers around the world including Vodafone, Brother, HP, B&Q, and Schuh. www.channeladvisor.co.uk