

How does La Redoute automate its B2B gift card program?





Industry: Ready-to-wear and home decoration

Location: Europe

Number of employees: 2000

Buybox solutions used:
B2B gift card solution and
network (distribution)

Turnover: €1 billion+

A French e-commerce leader specializing in fashion and home decoration for the entire family.

A thread weaver (originally a wool mill), a trend setter (70% of the products available are created by the brand's stylists and designers), and an influential brand (access to fashion, women's role, sustainable shopping), La Redoute has been improving the lives of families and brands for over 180 years.

With its new graphic identity and cutting-edge technological expertise (data, hyper-personalization, connected stores, etc.), La Redoute offers a benchmark multi-channel customer experience on the French e-commerce market.



Context

Weaving unique connections is one of the hallmarks of La Redoute's DNA. With this in mind, La Redoute wanted to speed up its e-gift card penetration in the B2B market. The objective was to transform a manual and time-consuming management process into an almost automated and scalable activity.

The brand relied on Buybox to simplify and expand the distribution of its e-gift card to a network of carefully selected partners (Works Councils/HR platforms, loyalty programs, etc.) and to open its B2B gift card service online.

Business needs

Find a digital solution to scale its gift card business in the B2B market

Results

200€

average face value for a B2B gift card

50€

face value of the best-selling gift card on the network

50%

of sales via Buybox network from November to January compared to the rest of the year

Time-saving

Switch from manual to automated process

La Redoute switches from a manual to an automated process

A growing business volume, but a limited scope of action

Historically, La Redoute launched its gift card to B2B following incoming requests from a few large retailers. Internal resources were initially allocated to this activity. Over the years, the number of retailers and sales increased, but the growing need for internal resources to manage a manual process prevented scaling the activity.

Buybox allows to automate processes and to develop the customer portfolio

La Redoute now relies on Buybox to automatically manage tasks (sales, technical, invoicing, flow management, etc.), and to expand its partner network. In addition to the leading distributors already connected by API internally, the Buybox network has enabled La Redoute to link up with all the small and medium-sized distributors it could not cater to before, due to lack of time and resources.

A direct sales solution for professionals to maximize revenues

To optimize its revenues, La Redoute is starting a direct B2B gift card service through Buybox. Its digital gift card can be ordered online by professionals and Works Councils. A ready-to-use solution with a customized workflow and dedicated features (especially for URSSAF management).



We have a strong relationship with the Buybox teams. The solutions provided are a real time and internal resource saver.

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Léonard Mercier
Manager La Redoute For Business

A stronger strategy to further develop B2B

A specific B2B strategy

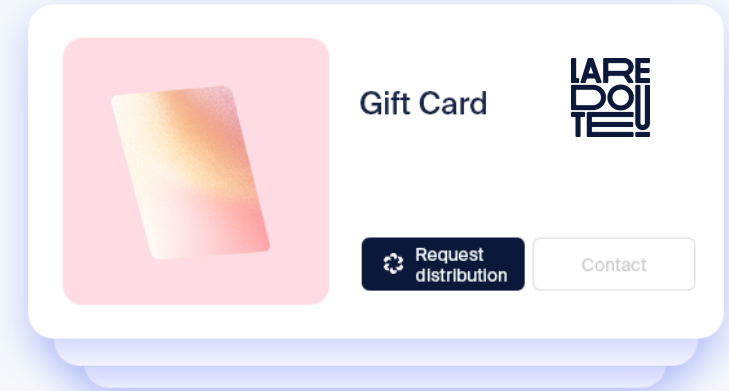
When choosing its distributors, La Redoute prefers to work closely with selected channels, i.e. those that are accessible to a specific type of person. It mainly targets Works Council programs and specific loyalty programs. For the next few years, the choice of distributors will remain unchanged, to better manage its brand image.

Data to drive the gift card program

The main benefit of Buybox is access to essential data to assess the return on investment. Buybox connects to La Redoute's data analysis tools to build global reports. Thus, La Redoute has all the tools to succeed.

Several ongoing projects to grow the B2B segment

Now that the automated task management is set up, La Redoute is working on a marketing and sales strategy to increase its portfolio of Works Councils and corporate customers, alongside its partner distributors, with Buybox. The company is currently working on a unique B2B portal and on making its gift card program international (both B2C and B2B).



Buybox has a unique ability to support the transformation and development of a brand's gift card program, even internationally.



Léonard Mercier
Manager La Redoute For Business

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Leonard from La Redoute's advice on B2B gift cards



You have to be realistic about market rates without cutting into your margins.

If there is only one piece of advice to remember, it is to have a consistent and clear business policy from the beginning and stick to it. Scattering the commissions granted leads to discrepancies and dissatisfaction among the partner distributors. It is also complicated and time-consuming to sort everything out afterwards.

The commission is essential data that requires a thorough reflection. You have to be realistic about market rates, without cutting into your margins. This is a double challenge for La Redoute, which must also manage commissions on the products of the brands featured on its marketplace.



Request a demo

Buybox, a 360° expertise for your omnichannel gift card program

Make your gift card program an efficient
acquisition channel.

+ de 200 millions euros in sales volume

13 years of gift card expertise

+ de 30 employees

200 clients in Europe, Asia, the USA

