

How does Orchestra capture work councils thanks to its e-gift card?





Industry: Children's clothing, childcare and maternity

Number of employees: 1659

Turnover: 437 millions €

Locations: France, Greece, Switzerland, Belgium, Morocco, Spain, Germany, ...

buybox solution used: network

Orchestra is a children's clothing, nursery and maternity brand whose aim is to support families with a wide range of services and products.

Its main objective: to make life easier for parents. Orchestra has succeeded in this goal, as it now has over 400 stores in several countries, a website and its famous Club with over 1.5 million members.

Context

Orchestra wanted to expand and scale its gift card program. Having already a multi-channel e-gift card, its teams fully realized the interest and power of this customer acquisition and loyalty channel.

They chose the buybox network solution to distribute their gift card to a selection of carefully chosen dealers, in line with their growth objectives.

Their goal: to reach new employee-parents through Work Councils/HR programs.

Business Needs

Attracting new customers through corporate Works Council/HR programs.

Gift card distribution results

+7%
sales increase in 5 months

X2
number of distributors

63€
average gift card

50€
face value the most distributed

Orchestra speeds up the distribution of its e-card with buybox network

Before - A traditional gift card distribution

In the beginning, Orchestra had few Works Council customers, with a manual process to distribute its gift card. Communication was done by email, the gift card codes were manually released and sent in files. A time-consuming and unreliable solution.

After – A targeted and reliable distribution with buybox

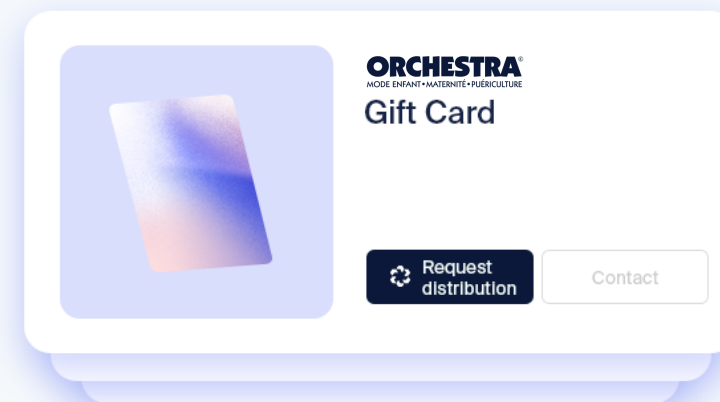
By choosing buybox network, they gained access to a large number of Works Councils, through secure, agile and digital processes. The best part is that Orchestra can monitor performance in real time, distributor by distributor.

Highly successful objectives

Were the objectives achieved? Yes. The figures prove it. For example, in September 2022, Orchestra made as much as the whole year 2020.

A steady business relationship with buybox

To achieve this, Orchestra was able to rely on the advice of buybox experts to identify new distributor partners, identify improvement opportunities, make assessments and reflect on the long-term strategy of the gift card program.



We have largely exceeded our objectives thanks to buybox. As an example, in September 2022 we generated as much sales as we did in the whole year 2020, in B2B gift card sales.

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Julien Alers

Club Orchestra manager, partnerships and monetization

Orchestra will use its gift card to strengthen its position in several fields

The gift card, a customer acquisition driver

The gift card is a valuable customer acquisition tool for Orchestra. It is a great alternative for giving a gift to family and friends, since it allows them to choose how to spend their money in store or on the website.

Expanding distribution in Europe

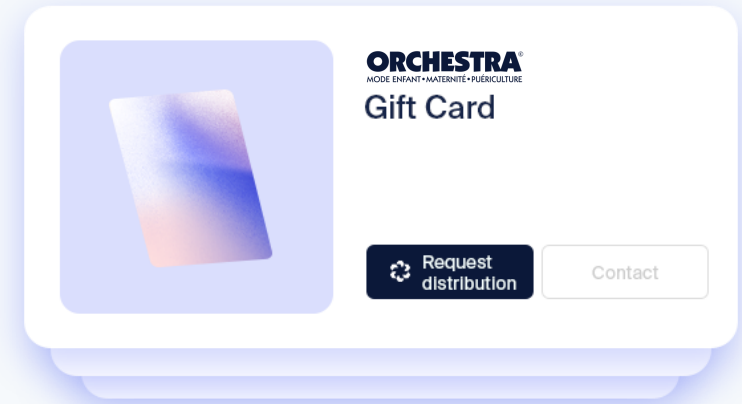
To strengthen its customer acquisition objective with Works Councils, Orchestra will continue to use buybox to expand its gift card distribution in Belgium, Switzerland and Spain.

Launching a B2B platform on Orchestra's website

To enable specific organizations (city halls, regional councils, military barracks, etc.) to purchase an e-card, Orchestra plans to open a B2B platform on its e-commerce website.

A digital gift card for subscriptions

In an effort to develop their "Club Orchestra" program, Orchestra wants to improve access to subscriptions by making it possible to offer them using an e-gift card.



Our next objective is to expand the distribution of the gift card in Europe (Spain, Switzerland and Belgium) in collaboration with the buybox teams



Julien Alers

Club Orchestra manager, partnerships and monetization

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The advice of Julien from Orchestra to approach the business market with gift cards



The gift card is a significant asset for penetrating the business market.

Reactive - Agile - Adaptable - these are the three key words to penetrate the business market with a gift card. Launching an e-gift card for the B2B market may seem quick and easy.

Many players are happy to have one, without carrying out any sales and marketing initiatives afterwards. But the gift card is a business generator.

We have seen this clearly at Orchestra. Therefore, from the beginning, it is important to build a global strategy, to prospect, to listen to the market and opportunities, to communicate through different B2B channels and to boost its professional customer database.



[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

+ 30 employees

200 clients in Europe, Asia, the USA

