OMNICHANNEL ON A COMMON PLATFORM
#OPENFORBUSINESS STORY: VUA NEM

What new business initiatives or approaches have you started recently?

Recognizing the importance of developing omni sales channel and technology investments as well as importance of utilizing data as a guide for executive decisions, Vua Nệm has implemented an ERP system of Netsuite since 2018, and quickly connected to Power BI on vuanem.com website platform to build real-time management reports. On February 2020, Vua Nem built a Realtime SMS Automation system on Netsuite to automatically send instant messages when the Leads data are generated from advertising sources. Thanks to this, the conversion rate has improved noticeably, especially in this time of disease.

In addition, in response to the government's call "Stay home" – Vietnamese people stayed at home to prevent the Covid-19 pandemic. Vua Nem, which had built an existing online platform in advance, immediately took action by applying online promotion sales such as "Online flash sale" with attractive promotions to encourage customers switching to online shopping. Besides, the office team also joined hands in telesales campaigns, filtered leads as well as seeding on the Social Media channel to support sales team in this period.

Have you had a good response from customers?

The proportion of online shopping customers at Vua Nem currently accounts for 16% of total revenue, while in the same period last year, this figure was only 6.67%, showing positive customer feedback. Sales policies such as Free shipping, Free 100-night trial or Vua Nem's lifetime warranty have also helped customers become more confident in online shopping.

Vua Nem - The largest retailer of mattresses and blankets in Vietnam, with stores in 23 provinces and cities nationwide.

Trigger: Need a Single Book of records for multi channel

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Will you extend the initiatives after restrictions are lifted?

Vua Nem understands that online shopping will be a leading trend not only in this period but also in the near future. Currently for the Vietnam market, online shopping only accounts for 3% but after this pandemic, it is expected to increase significantly.

Have you made changes to eCommerce/online offerings?

Besides the additional discount of 500.000 VND offer when buying online, Vua Nem strengthened the free return and exchange policies for customers to feel assured when shopping. Also we quickly completed the online payment system as well as prepared to launch online installment payment system to make it easier for customers to shop online.

Any insights or learnings that might help or inspire other businesses?

The shopping behavior of customers in the digital age is becoming more and more fragmented and disruptive, so Vua Nem focuses on building omni channel sales system to ensure a continuous shopping experience for customers, no matter where and when they are and which shopping channel (online or store) are using. Vua Nem believes that a solid technology system as well as excellent human resources are the foundation to build this system and to be always ready and resilient for all changes in the environment.

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