

Accenture **Interactive**



HEMKÖP:
EATING MARKET SHARE
THROUGH OMNICHANNEL
GROCERY RETAIL

strategy | consulting | **digital** | technology | operations



OVERVIEW

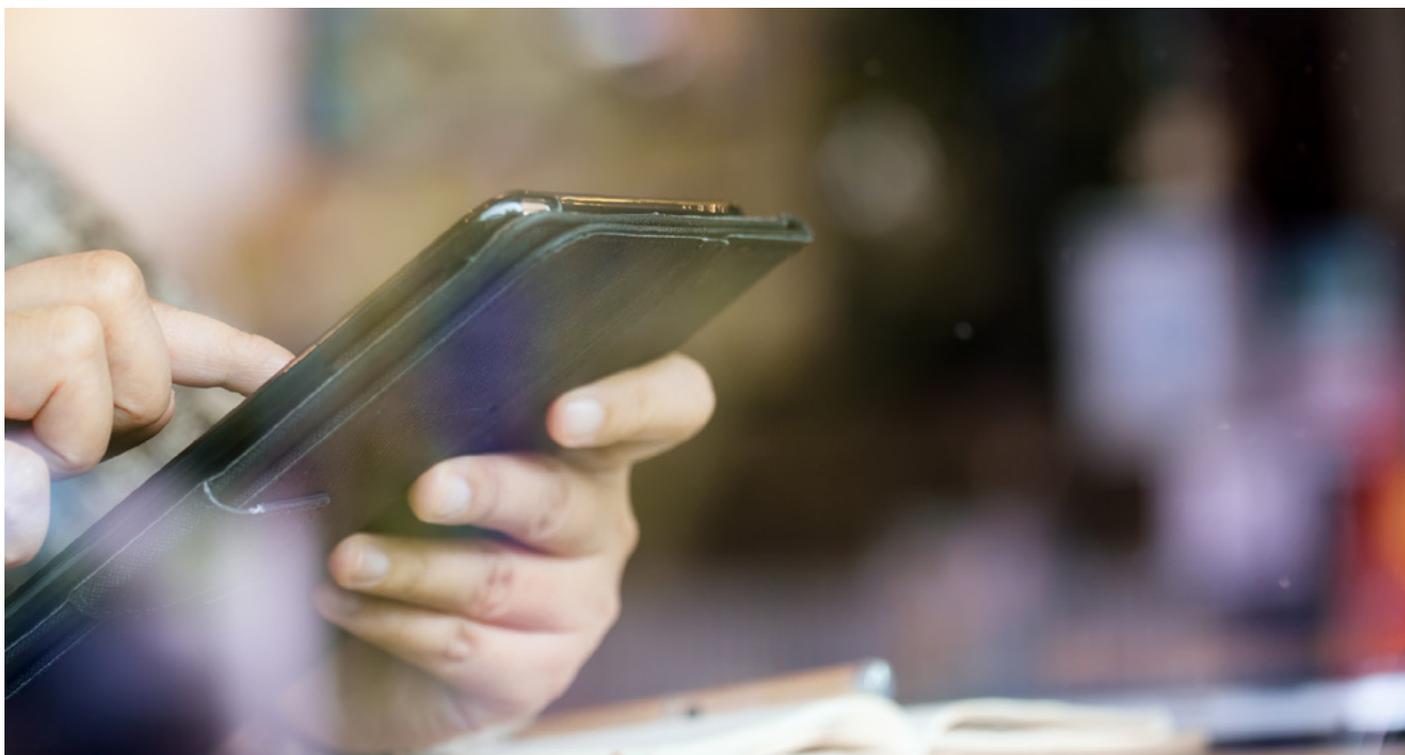
Hemköp is a part of Axfood, the second-largest grocery retailer in Sweden. With an aim to inspire its customers and promote the joy of food and cooking, Hemköp runs approximately 190 stores throughout the country, most commonly in central locations.

Shopping for groceries online has been available in Sweden for almost a decade, but the growth in the online market started accelerating in the recent years. About 50 percent of the market is e-commerce, while the remaining part is pre-planned meals (“matkasse”).

The market was ripe for a new entry, but Hemköp wanted to do it right rather than just fast.

The company wanted to provide a full omnichannel experience and play on the strengths of their stores. This meant providing the same wide-range of groceries online, at the same prices as in the stores, while also allowing customers to choose between home delivery and click and collect (pick up in store).

Accenture Interactive came in as Hemköp’s strategic and operative partner in the journey towards becoming a true omnichannel grocery retailer. Working side-by-side with Hemköp from pre-study to a fully operational ecommerce offering.



SOLUTION

Accenture Interactive supported Hemköp with a wide-range of topics, from strategy and vision to operating model and processes for in-store pick-up. We combined the innovation and design skills from Fjord with Hybris development capabilities and in-depth e-commerce and retail industry knowledge.

Based on the vision and the insight from the pre-study phase, we helped design a user experience that fit well with the brand platform. Following this we worked with the service design for click and collect resulting in innovative solutions including a drive-through feature.

Throughout the journey, Accenture Interactive supported Hemköp with end-to-end project management and helped create modern processes for store readiness and in-store services. We also helped establish the processes for home delivery and analyzed geographical areas to create the plan for roll out.

On the marketing side, we helped with an SEO analysis including the competitive landscape and technical requirements for search visibility. And we worked with both front- and back end development of the Hybris platform.

Towards the end of the project, we worked with launch preparations and contributed to the strategic roadmap going forward.

RESULTS

Equipped with a strong Hybris e-commerce platform, deployed in the cloud, providing a modern user experience that is simple and inspiring, Hemköp has taken on the online grocery market.

Since launch, Hemköp's e-commerce has been a success story. There are new stores and geographic areas being added continuously, and the growth has exceeded expectations. Average purchases for customers buying online is much larger than in stores, and the inflow of new Hemköp customers has been remarkable. In fact, a full 97 percent of Hemköp's e-commerce customers are willing to recommend it to others.

Hemköp and Accenture Interactive designed and launched a solution for pre-planned meal subscriptions after just four months. Now they can pursue an even larger share of this fast-growing market segment.

ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders.

With more than 425,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

Visit us at www.accenture.com.

ABOUT ACCENTURE INTERACTIVE

Accenture Interactive helps the world’s leading brands transform their customer experiences across the entire customer journey. Through our connected offerings in design, marketing, content and commerce, we create new ways to win in today’s experience-led economy.

Accenture Interactive is ranked the world’s largest digital agency in the latest Ad Age Agency Report.

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