

CASE STUDY

Stockmann Enhances Customer Experience and Partner Integration with Comprehensive Omnichannel Solution

Scale at Speed™



Overview

Stockmann, a leading Nordic retailer, partnered with a premium furniture retailer to expand digital assortment and enhance customer choice across channels. The initiative required integrating the partner's products into Stockmann's digital ecosystem while preserving existing customer journeys, operational stability, and fulfillment efficiency despite differences in operating models, inventory ownership, and financial flows. We enabled this transformation through our technology and domain expertise.

Client Background and Challenges

Stockmann partnered with a premium furniture retailer to expand its assortment and broaden customer choice. Enabling this partnership across Stockmann's digital channels meant reimagining the customer journey end to end.

Partner products had to be clearly identified and presented with accurate seller information. Inventory and reservation logic had to be redefined to surface delivery timelines dynamically, driven by near real-time stock positions. Payment and order flows had to pass downstream smoothly and reliably, with attribution handled correctly at every step. And all of it had to hold steady under peak load, so the experience stayed seamless during Stockmann's highest-volume trading periods.

Our Approach and Solution

We delivered a comprehensive frontend solution across Stockmann's digital channels, including stockmann.com, the Crazy Days webstore, and the in-store application. Key solution elements include:

- **Partner-Aware Product Identification:** Implemented custom product attributes to uniquely identify the partner's products, enabling controlled and seamless integration into Stockmann's frontend systems.
- **Enhanced Inventory Visibility:** Introduced dedicated inventory visibility for the partner products, improving transparency for customers and store associates across channels.
- **End-to-End Customer Journeys:** Designed and built complete user journeys from product discovery and reservation to checkout while remaining consistent with Stockmann's brand experience.
- **Intelligent Reservation and Fulfilment Logic:** Extended reservation logic to prioritise warehouse inventory, supporting efficient fulfilment of larger and made-to-order items.
- **Dedicated Shipment and Payment Flows:** Created separate shipment and payment flows that could be forwarded to the partner for fulfilment and financial reconciliation while maintaining a unified customer checkout experience.
- **True Omnichannel Consistency:** Ensured a unified and seamless experience across digital and in-store touchpoints, enabling customers to engage with the brand anytime, anywhere.



Business and Community Impact

Our digital commerce expertise, front-end engineering depth and collaborative delivery model enabled Stockmann to achieve:

- **Seamless Partner Integration:** Integrated the partner brand into Stockmann's digital ecosystem without disrupting existing journeys.
- **Improved Fulfilment Efficiency:** Enhanced reservation logic and inventory handling to support smarter order routing.
- **Consistent Customer Experience:** Delivered a high-quality, unified experience across online and in-store channels.
- **Scalable Integration Framework:** Established a foundation that supports



This was a highly demanding and strategically important development for Stockmann, requiring integration of partner-specific product, inventory, and fulfillment models into a unified frontend without disrupting existing customer journeys. The solution established a scalable integration framework, improving data consistency and operational reliability while enabling a seamless and predictable end-to-end customer experience.

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