akeneo x Valtech ✳

Bath Depot

Customer
Case Study:
Bath Depot

Bath Depot Accelerates eCommerce Journey with Valtech, Akeneo and Adobe Commerce

Bath Depot

> " Before, we were so manual with Excel, emails, ERP extracts, and lots of manual work to load content into the Point of Service or in Sharepoint. With our new setup, even when we lost some crucial teammates, operations continued to roll! "
>
> **Marc Nadeau, President and Founder | Bath Depot**

Challenges

- Manage multiple storefronts that need to be localized by country, language, or pricing

- Support personalized and hybrid shopping journeys, across both physical and digital channels

- Create an organized, integrated central system of record for product information

Benefits

- Instituted more compelling customer experiences, including customized shipping options, updated stock availability across every channel, and hybrid offline/ online shopping journeys

- Automated redundant, manual processes to streamline workflows, reducing product data inconsistencies and inaccuracies

- Improved time-to-market: enriched & launched 500 products in less than three weeks

Bath Depot is a Canadian company that was founded in 2008 by the Nadeau brothers. What started as a retailer of bathroom and kitchen renovation products has since expanded to become a manufacturer and distributor as well. Bath Depot operates over **40 retail locations** and now offers an **online store**. The company focuses on providing customers with high-quality products and exceptional customer service, and aims to offer a wide range of products to meet the needs of its diverse customer base.

Support Hybrid, Omnichannel, Personalized Experiences

After seeing a **400% increase in online transactions during the pandemic,** Bath Depot turned to Akeneo and Valtech to focus on improving their eCommerce offering. This investment in enriched product content enabled the company to provide enhanced digital shopping experiences to its customers, with more accurate and detailed product information, personalized shopping journeys, and a range of shipping options to choose from.

By centralizing and improving product information in Akeneo PIM, Bath Depot was able to create a more seamless and accurate product catalog for its customers to browse.

This means that customers could easily find the products they were looking for, with detailed descriptions and specifications to help inform their purchasing decisions.

This product information centralization opened the door to exciting hybrid and custom shopping journeys for customers as well; Bath Depot is now able to **offer in-store demos and stock availability** for every product across every channel, so customers could see and touch products in-store before making a purchase online. They're able to offer a range of shipping options, including ship-to-store, in-store pick-up, and curbside options, which allows customers to choose the option that best suited their needs.

And if the product is unavailable online completely? Customers can just use the store locator feature, which automatically finds the nearest store to the customer's device with the item in stock, making it easier for customers to find a physical location to visit.

Bath Depot continues to expand and improve its offerings, with plans to integrate print solutions, launch new product lines, introduce two new stores, and expand its presence on marketplaces like Home Depot, Wayfair, and Amazon.

eCommerce efficiency: Adobe Commerce x Akeneo

In 2018, Bath Depot migrated to Adobe Commerce to accelerate its eCommerce journey. The migration brought the company immediate results, with **online transactions more than doubling (232%) and digital revenue nearly tripling (291%).** Adobe Commerce quickly became one of the most important pieces of technology in their ecosystem.

So, when Bath Depot began working with Valtech to implement Akeneo, it was crucial that Akeneo's PIM system integrated seamlessly with their eCommerce platform. Luckily, the composable nature of Akeneo's technology means that connecting to Adobe Commerce was a breeze.

The integration between Akeneo and Adobe Commerce also enabled Bath Depot to offer personalized and localized shopping experiences to their customers. Akeneo's PIM system allowed Bath Depot to easily manage country, language, and pricing variations for their products, while Adobe Commerce's powerful eCommerce platform provided the ability to present this information to customers in a seamless and effective way.

This allowed Bath Depot to offer customized experiences to customers, no matter where they were located, and helped drive **increased online traffic, transactions, and revenue.**

> **The Adobe x Akeneo connector is operational efficiency personified.**
>
> **Marc Nadeau**
> President
> **Bath Depot**

About Akeneo

Akeneo is the Product Experience (PX) company, helping organizations deliver enriched, engaging, consistent, and compelling product experiences across the entire customer journey. By providing best-of-breed technology and expertise, Akeneo equips global brands, manufacturers, distributors, and retailers to deliver omnichannel customer experiences that turn browsers into buyers.

Validated by analysts such as Forrester, IDC, and Gartner, Akeneo works with global eCommerce partners, like Adobe Commerce, SAP, Salesforce Commerce, and more to provide the PX community with the tools and expertise they need to drive exceptional, omnichannel experiences.

About Valtech

Valtech is a global business transformation agency that delivers innovation with purpose. We enable our clients to anticipate tomorrow's trends and connect more directly with consumers in their digital and physical spaces, optimising time to market and return on investment.

Valtech is the preferred strategic business transformation partner for many of the world's best-known brands, including Dolby, L'Oréal, Philips, P&G, Toyota, Volkswagen, and many others. Established in 1993, we currently employ more than 6,000 professionals, including experienced designers, marketers, data scientists, creatives, and software engineers across five continents, with more than 60 offices in over 20 countries.

**Visit us at www.akeneo.com**

akeneo

Splashing into New Markets with Valtech x Akeneo

To help support the implementation of a new product information management system, Bath Depot partnered with Valtech, a global digital agency. Together with Akeneo, Valtech helped integrate Bath Depot's **extensive catalog of around 5,000 products** into Akeneo's Product Information Management (PIM) system, ensuring clean and clear product enrichment.

Among the key challenges that Valtech and Akeneo faced was the task of structuring different kinds of products, such as simple and kit products, into bundles.

Before the Akeneo implementation, Bath Depot had **300 product combinations** for bundles with a complicated structure spread between Adobe Commerce and their ERP system. However, with Akeneo and Valtech's support, this was simplified and optimized into **243 bundle products**, each composed of an average of 15 simple products, resulting in more than 3,500 bundle product combinations.

This solution leveraged out-of-the-box Akeneo concepts like Associations and Table Attributes, and allowed Bath Depot to provide customers with an opportunity to customize their products, enhancing the overall shopping experience.
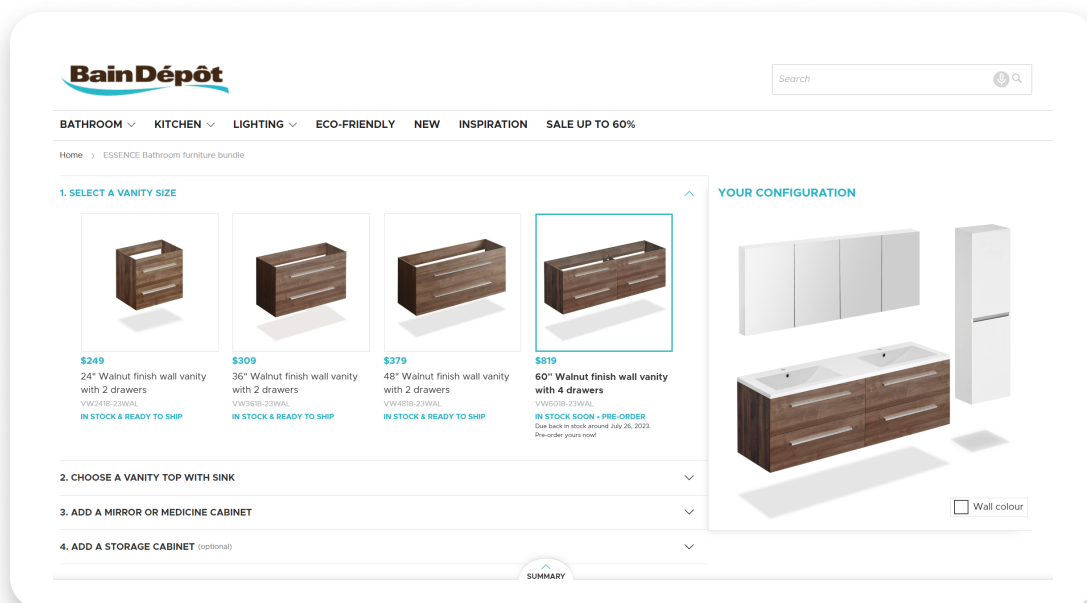
Thanks to **Akeneo** and **Valtech** team, they were able to build this kind of **Bundle structure** on the website, which **allows the customer to customize their own product.**
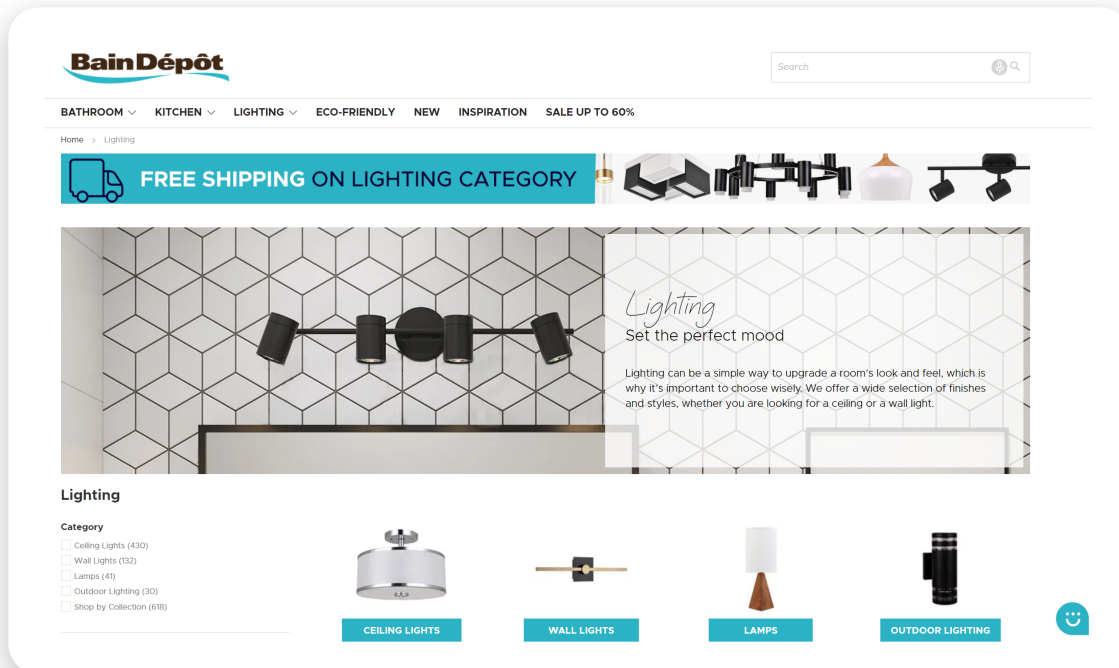
Valtech also supported the connection of InBetween, working closely with the InBetween Partner to ensure successful integration. Moreover, Valtech and Akeneo helped Bath Depot quickly penetrate a new market by **enriching almost 500 products within their new lighting product line in less than three weeks.**

This collaboration with Valtech and Akeneo, marked by rapid product enrichment, has allowed Bath Depot to extend its market reach, improve customer experience, and streamline product data management.

Entering in a new market and increasing the product catalog by 5x in less than a month: from 130 products to 680 products enriched!

Additionally, Akeneo PIM allowed Bath Depot to **automatically localize country, language, and pricing information** for their products. By automating this previously manual process, Bath Depot was able to provide a seamless shopping experience for their customers regardless of their location or language preference, and allowed them to launch more products and expand into new markets faster, decreasing the time-to-market for their products and helping them to stay ahead of the competition.

With Akeneo and Valtech, Bath Depot was able to get new products to market faster, reduce inconsistencies in product data, and streamline internal workflows. The result was an **increase in operational efficiency, a decrease in time and resource requirements, and an ability to focus on delivering high-quality, personalized customer experiences.**