



**ASSA ABLOY**

# Case Study: ASSA ABLOY

## ASSA ABLOY: The Key to Unlocking a Future-Proof Digital Commerce Strategy

# ASSA ABLOY

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We saw that customers needed the information at their fingertips, and not in a catalog or in the mind of someone who has to come onsite. We want to give our customers the tools they need as an extension of our business, providing them access to everything we can supply to them as if they were working for us.

**Matt Caffery, Solutions Architect, ASSA ABLOY**

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### Challenges

- The only option for customers was physical catalogs, limiting research potential and resulting in a bad customer experience, especially during COVID-19
- Customer Support resources being wasted on redundant work due to insufficient or incorrect pre-purchase product information
- Product record scattered across various PIMs and spreadsheets, creating siloed teams and an unreliable foundation for sustaining digital growth



### Benefits

- Provide customers with a **mobile app** to research, compare, and purchase products
- **Reduced employee workload** by over 40 hours a week and **decreased incoming support calls** by 20%
- Rapidly pivoted to **meet new market challenges** by creating a single source of truth for customers and internal teams alike to access product data, increasing page views by 27% and reducing the number of users leaving the site by 16%.
- **Improved upsell and cross-sell opportunities** with an improved customer and product data record

## ASSA ABLOY: Opening Doors Around the World since 1994

ASSA ABLOY is a global leader in innovative access solutions and security technologies. Founded in 1994 and headquartered in Stockholm, Sweden, the company has grown to become a prominent player in the security industry, with operations spanning more than 70 countries.

ASSA ABLOY offers a comprehensive range of products and services, including door locks, access control systems, entrance automation, secure identity solutions, and mobile access technologies. Their diverse portfolio caters to a wide range of businesses, from residential and commercial sectors to industrial and institutional clients.

With a strong commitment to innovation, ASSA ABLOY delivers cutting-edge solutions, such as biometrics, wireless connectivity, and cloud-based management systems. The company's technological advancements have enabled them to stay at the forefront of the industry, constantly adapting to evolving security needs and emerging trends.

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**We want to give our customers the tools they need as an extension of our business. They should be able to access everything we can supply to them as if they were working for us or with us.**

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As they continued to grow, ASSA ABLOY faced a set of challenges that hindered their ability to provide an optimal customer experience and sustain digital growth.

Historically, customers had to rely solely on physical catalogs to gather product information. This severely restricted their ability to conduct comprehensive research and compare different options.

Insufficient or incorrect pre-purchase product information led to customer queries and support requests that could have been avoided, meaning valuable Customer Support resources were wasted on redundant tasks such as clarifying product details or addressing misinformation.

Plus, over the years, their entire product record had become scattered across various Product Information Management (PIM) systems and spreadsheets. This fragmentation created siloed teams and hindered collaboration, making it difficult to maintain accurate and up-to-date product information.

Addressing these challenges required ASSA ABLOY to adopt a strategy that better incorporated digital commerce. By leveraging Akeneo technology, the company aimed to enhance research capabilities, provide accurate pre-purchase information, and establish a centralized platform for managing product data.

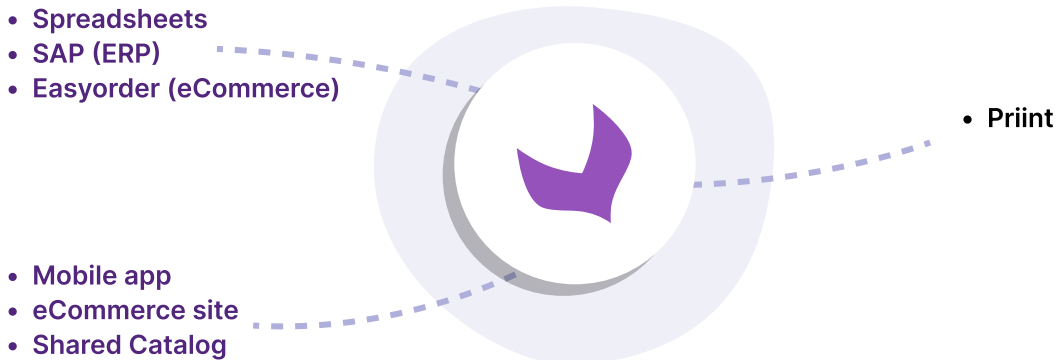
Overcoming these obstacles allowed ASSA ABLOY to improve customer satisfaction, optimize resource allocation, and lay a solid foundation for sustained digital growth.

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**It used to take a team of people 2 weeks every time we relaunched a price list. We've managed to streamline that entire process into Shared Catalogs, which now takes just two hours.**

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## The Project at a Glance



## Finding the Key to Future-Proof Digital Growth

### Accelerate Digital Commerce

Similar to many organizations, COVID-19 forced ASSA ABLOY to reevaluate their commerce strategy almost overnight. With no more in-person trainings and a severely limited access to physical catalogs, ASSA ABLOY needed to pivot quickly in order to stay alive. By introducing a mobile app powered by Akeneo technology, ASSA ABLOY provided customers with a convenient and immersive digital platform to research, compare, and purchase products. This digital solution expanded customers' research potential, enabling them to access a wealth of product information at their fingertips. The mobile app now empowers over 600 customers to better themselves in their field of expertise by offering a user-friendly and comprehensive digital experience, ultimately enhancing their satisfaction and driving accelerated digital commerce for ASSA ABLOY.

### Unburden Customer Support

Akeneo PIM played a critical role in enriching the product data available for ASSA ABLOY's eCommerce platform. By ensuring the accuracy and completeness of pre-purchase information, the company significantly reduced the load on their customer support team. Customers now had access to detailed and reliable product data, reducing the need for support calls related to clarification or misinformation by over 20%.

This improvement not only unburdened the customer support team but also improved the overall customer experience, as customers could find the information they needed independently.

### Improve Operational Efficiency with Shared Catalog

The implementation of Akeneo technology allowed ASSA ABLOY to consolidate their product data, creating a single source of truth accessible to both customers and internal teams. With a reliable foundation for managing product data, ASSA ABLOY improved operational efficiency by ensuring that the right information was readily available to customers and internal teams when they needed it. This streamlined data management system facilitated faster decision-making, reduced errors, and supported sustained digital growth for the company.



Number of Users : **32**



Number of Products : **50,000**



Distribution Channels:  
**Mobile app, eCommerce site, Shared Catalogs**



## 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.

As the Product Experience company, Akeneo helps leading brands, manufacturers, distributors, and retailers such as Chico's, Staples Canada, Boohoo, Canon USA, BoxyCharm, The Very Group, and LVMH deliver engaging and compelling product experiences that foster customer loyalty. With its modern and best-of-breed PIM, highly-connected App Store, leading SIs, and API-driven technology, Akeneo dramatically improves product data quality and accuracy, simplifies catalog management, and accelerates the sharing of product information across all channels and locales.

Visit us at  
[www.akeneo.com](http://www.akeneo.com)

