




@signify

The challenge of offering the optimal product experience on the digital shelf

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- A large, glowing lightbulb is positioned on the right side of the slide. The bulb is illuminated from within, casting a warm, yellow glow. The background is a soft, out-of-focus bokeh of light spots, suggesting a dimly lit room with many lights.

ABOUT SIGNIFY

Signify is the world leader in lighting for professionals, consumers and lighting for the Internet of Things. The company's energy efficient lighting products, systems and services enable our customers to enjoy a superior quality of light, and make people's lives safer and more comfortable, and businesses more productive and cities more livable.

With approximately 29,000 employees and a presence in over 70 countries, Signify continues to innovate in LED lighting and is leading the industry's expansion to lighting systems in both the professional and consumer markets.



THE CHALLENGE OF OPTIMIZING THE DIGITAL SHELF

For brand manufacturers such as Signify, the digital shelf is today's growth opportunity. With more than half of shopping journeys starting in a search bar, brands must invest in the product experience for the digital consumer.

To be able to adjust product content quickly to new demands from retailers and consumers, brands need continuous channel performance data and shopper insights.

Customers are more likely to switch brands on the digital shelf because they can easily compare products between different providers. In this context, ratings & reviews have a profound impact on customer's shopping behavior and brand loyalty. It is essential for brands to monitor this customer feedback continuously and to act on it in a customer-centric way.



Manually tracking all online channels costs a lot of time and effort. SiteLucent instantly provides us the complete picture of all products, starting with online channels in the Benelux region.

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E-commerce manager Signify Benelux

MONITORING THROUGH THE EYES OF THE CUSTOMER

To take on this challenge in an efficient and less time-consuming way, Signify uses SiteLucent's tools to monitor the product experience through the eyes of the customer.

To improve product listings, the availability of the complete product portfolio is monitored on chosen channels. In addition, to be able to continuously update product content, Signify uses the Digital Content Completeness (DCC) score to monitor content for all products.

Widgets and action lists are used and shared to easily filter all products that are not available, out of stock or do not meet all content criteria and to zoom in on what is missing exactly.

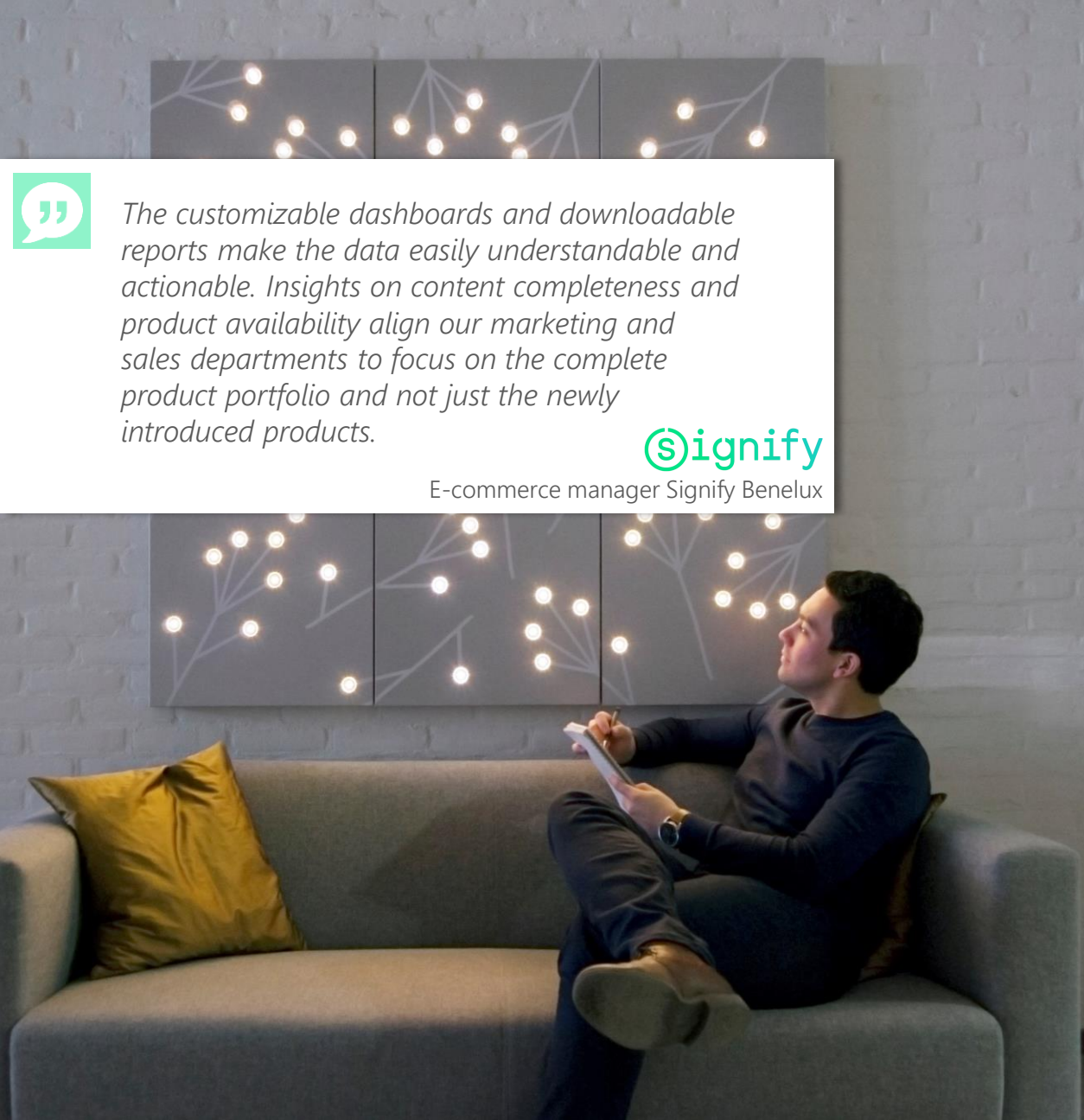
Also, the Ratings & Review module is used to signal products that have few or negative reviews. Signify uses these insights to initiate review campaigns in collaboration with retailers.



The customizable dashboards and downloadable reports make the data easily understandable and actionable. Insights on content completeness and product availability align our marketing and sales departments to focus on the complete product portfolio and not just the newly introduced products.



E-commerce manager Signify Benelux



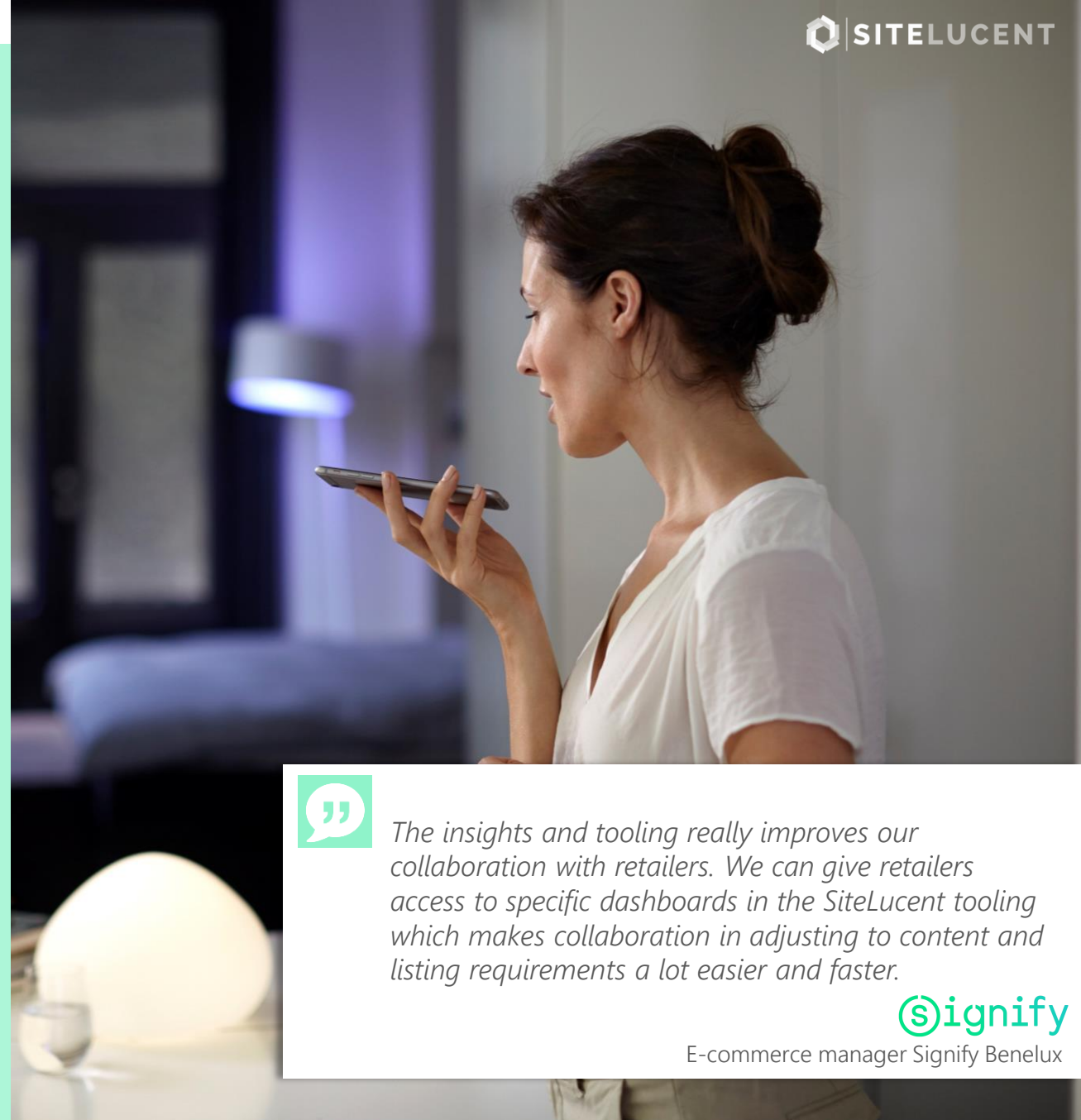
IMPROVED COLLABORATION WITH RETAILERS & DISTRIBUTORS

Collaboration between brands and retailers can be difficult. Retailers are increasingly reliant on brands to help them sell goods. They request better copy, more images, videos, and additional product data. Some retailers change their content requirements daily, even hourly, in response to consumer behavior.

Besides, lack of business insights, different criteria between retailers, and complicated product setup processes are common challenges of brands working with online retailers and distributors.

SiteLucent insights and dashboards not only help Signify in dealing with retailers' product content and listing requirements, but also makes the data actionable and fit for collaboration.

Signify even cocreated a zoom-in feature in the flexible Price & Availability module of SiteLucent. It made tracking price changes in specific products easy and helped Signify in explaining pricing decisions to retailers.

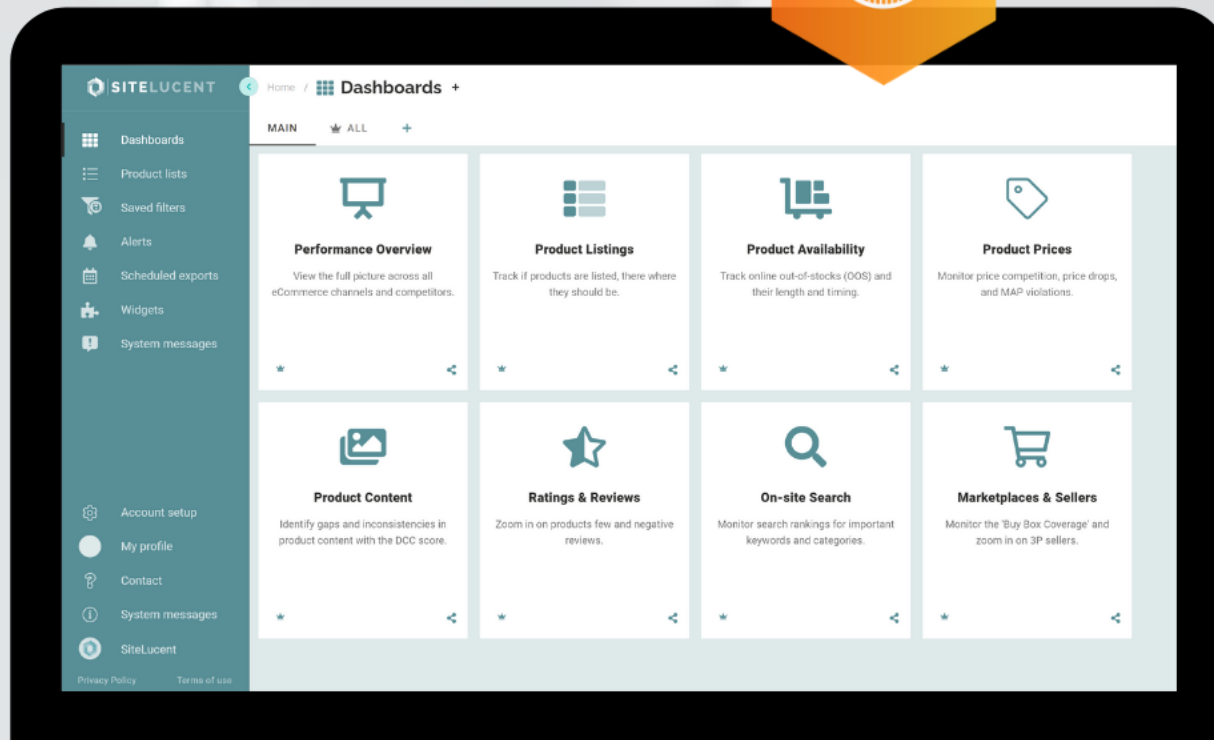


The insights and tooling really improves our collaboration with retailers. We can give retailers access to specific dashboards in the SiteLucent tooling which makes collaboration in adjusting to content and listing requirements a lot easier and faster.

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IMPROVED PRODUCT PERFORMANCE



First, we specified the minimal content criteria our products should meet;



Then we measured the % that met these criteria and zoomed in on products that fell short. We optimized content for these products, including an increase of customer reviews;



The result: the overall % of our products on BOL.com that meets the minimal content criteria has risen from 33,6% to 98.9% in 3 months!

CONTINUING TO BUILD
RELATIONSHIPS WITH BRANDS
AND RETAILERS

**Let us monitor the
experience on the digital
shelf through the eyes of
your customer!**

[CONTACT US](#)



We are very proud that Signify Benelux uses our tooling's dashboards and insights to enable the 'power partnership effect' with their channel partners. We strongly believe in the potential of such close collaboration and this inspires us to continuously raise the bar for ourselves, our technology and the insights we deliver.

 **SITELUCENT**
Ivo Mesters, CEO