



CASE STUDY

A NEW ECOMMERCE PLATFORM TO DRIVE ONLINE CONVERSION FOR DOMESTIC & GENERAL

Trusted by over 8.8 million UK customers

Domestic & General (D&G) is the UK's leading specialist warranty provider for kitchen appliances, boilers and consumer electronics, including the latest cameras and TVs. It offers peace of mind in the event of unexpected failure or faults with protected equipment.

Exceptional service

D&G believes in offering an exceptional experience to customers. This philosophy has cemented D&G's position as a market leader for more than 100 years.

D&G appointed Salmon to help it develop a new ecommerce site to cater for its 16 million customers. It needed new, innovative ways to sell warranties online, and digital tools to better serve its customers all over the world.

D&G needed a new ecommerce platform that would live up to customers' expectations, as well as increasing conversions and revenue. It wanted to provide a more visually appealing site, and an improved customer journey. Ultimately, its goal was to allow customers to quickly purchase warranties online to protect their appliances, or conveniently book a repair from any device.

Salmon stepped up to the mark. D&G's new digital business launched on 15th August 2015. Since then, Salmon has continually developed and improved D&G's online proposition.

Received a letter in the post?

Plan or reference number

Postcode

[Find my quote](#)

Domestic & General

A leading provider of appliance care in the UK

[Get protected](#)

New ecommerce platform

Salmon completely re-platformed the key parts of D&G's digital estate onto IBM WebSphere Commerce. Selecting the right platform was critical to D&G which has had a massive impact on the business.

The new website is fully responsive. It's also available across multiple devices, including desktop, mobile and tablet.

Ben Rees, Head of Ecommerce at Domestic & General, said, *"With Salmon's expertise, we've delivered a number of business change projects and developed a whole new way of working to sustain us for the digital future. Our customers are getting great value whilst having peace of mind that their favorite technology is protected."*

The relaunched website, [Domesticandgeneral.com](#), allows customers to protect their appliances with a single customised 'Multiplan'.

New management centre extends product strategy and simplifies online policy creation:

Salmon implemented a new management centre; a key area of development. D&G's new next generation business tool, Multiplan, has enabled D&G to successfully extend its product strategy with partners.

It also makes it far simpler for customers to create a policy online.

Ben continues. *"We can now add new products to our digital channels, including D&G, Registermysps.com and Skyprotect.com, at the touch of a button. It's facilitated us selling Multiplans and new products online, as well as enhancing our merchandising and marketing."*

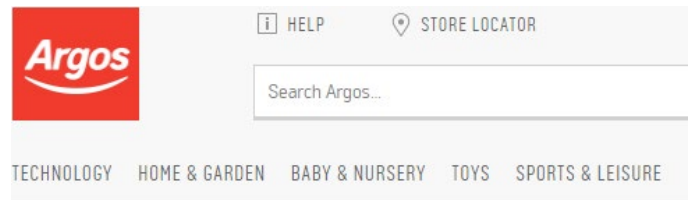
Using Multiplan, customers can build their own customised protection plan, ensuring cover for up to nine appliances. Since launch, D&G has added a new range of heating products, and plans to add more. As a result, it has seen *average order value increase by 9%*.

Matching strategies to brands



Salmon helped D&G successfully launch [Registermysps.com](#) and [Skyprotect.com](#). These sites allow Playstation® owners and Sky users to easily register their device(s) and buy a warranty online. D&G has been able to exclusively extend this service to its partners because of the 'extended sites' feature available within its new digital platform. Extended sites allows D&G to launch customised sites for partners, each with its own unique branded storefront, customised to partner requirements.

Ben believes this is a key progression. *“To date, the success of the sites has been outstanding and proved extremely popular with Sony and Sky. It’s given us massive credibility with some of the largest brands in the world, helped cement our relationship with them and extended our value to them. Uniquely, we believe we are the first insurance company in our sector to offer this type of comprehensive online service to our partners.”*

This successful integration is driving new plans for D&G, and partners are happy to be receiving commission for sales through their sites.



My Trolley

Product	Quantity	Price
 2 Years Replacement Care on this Product. 883/3468	1 <input type="text"/> Remove	£17.99
 Sony Playstation TV. 357/4052	1 <input type="text"/> Remove	£44.99

Build your Multiplan in 3 easy steps:

1



Select appliances

Use our simple Multiplan builder to select the appliances you want to protect.

2



Get quote

Review and edit your Multiplan to find the quote that suits you.

3



Get protected

Proceed to the check out and make your secure payment. That's it, your appliances are protected!

Opening new doors

Salmon helped D&G develop a new way of working with partners, which is presenting new opportunities and extending D&G’s revenue stream.

Salmon recognised that D&G’s homepage wasn’t always a customers’ initial entry point. It helped D&G to discover where its customers actually come from – Google, Facebook or Twitter, for example.

Salmon also proposed an innovative new way of working with D&G’s partners and OEMs, including leading brands like **Argos** and **Baxi**. Now, when a customer purchases a product on the Argos or Baxi site, they are presented with a link or icon that takes them directly to the D&G site. From there, they can instantly apply online for a protection plan.

Introducing Self-Service

Another new development, My Account, has led to a step change in customer service provision. In addition to buying insurance products on the D&G site, customers can now manage their policies online. Customers can log in to My Account, see all their plans in one place, apply for plans, edit and renew protection, change details and receive special offers. This has reduced the strain on D&G’s call centre, while giving customers more control. To date, D&G is seeing over 2,000 logins a month.

Postcode Anywhere integration has also improved customer data entry when form-filling, providing a faster method for customers to complete their address details.

Why choose Domestic & General?

We are a leading provider of appliance care with over 7 million customers in the UK



Excess option or **no bills** to pay for approved repairs



Replaced **284,000** products beyond repair with brand-new ones



We approve **99% of repair requests** instantly on the phone



Quality repairs by expert engineers



UK contact centres **open 365 days a year**



92% of customers satisfied with our repair service

Positive outcomes

Ben is pleased with the success of the site. *“Salmon has been instrumental in our new digital strategy. We now have a much improved site and multichannel customer journey across desktop and mobile with customers purchasing warranties to protect their appliances from the device of their choosing.”*

“Not only has the D&G site been improved, with new features like “My Account”, but we’ve also implemented multiple go-to-market strategies with our partners. We’ve cleverly provided them with their own unique sites and opened the side doors to D&G, which has led to increased sales and improved customer loyalty. We’ve reduced operating costs and administration tools and our new ecommerce platform has given us significant competitor advantage, helping us break new ground in ecommerce within our industry.”

Improved customer journey

Ensuring a great customer journey is crucial in every project Salmon delivers. In D&Gs case, heat map analysis was used to find out where customers were struggling on the site.

Salmon’s heat maps revealed that some customers were struggling to interact with product options. This was particularly evident on mobile and tablet devices. Instead of tapping the CTA button, users were tapping the associated image.

Salmon made the entire area clickable. Tests revealed a 15% uplift in page views for heating plans, repairs, and Multiplan.

Increasing conversions

Salmon simplified the completion of online forms using goal search, which offers a more user-friendly experience. Questions appear one after the other in a tree layout, which is more intuitive for the customer. This has resulted in a massive *91% increase in order conversion rates*.

Salmon also reduced the number of pages to complete an online application from 4 down to 2. Customers are now applying for policies in much shorter timescales.

Expanding reach

Domestic & General now has a scalable solution that can be easily rolled out to other key markets in Germany, Spain, Italy, France and Australia.

Ben Rees concludes,

“We have a number of exciting things on the cards for next year, which we’ll be working with Salmon to deliver. While we are still finalising the specifics, we will be looking to explore the potential of the Internet of Things (IoT), as well as developing new ways to expand our customer base in certain regions through new product offerings. We will also be implementing fresh strategies to enhance the customer journey, both directly and through core retailers.”

From the site launch in September 2015 through to May 2016, D&G has enjoyed:

- **18% increase in site traffic**
- **33.9% increase in unique visitors**
- **8.8% increase in average basket value**
- **93.27% new customers per month**
- **88% new customers transacting per month**
- **6.73% repeat buyers per month**
- **12% repeat buyers transacting per month**

ABOUT SALMON

Salmon is a global digital commerce consultancy that defines and delivers market-changing solutions and customer journeys for the world’s leading brands.

Established in 1989, with operations in London, Amsterdam, Sofia, New Delhi, Seattle, Beijing and Melbourne, Salmon clients include Argos, Asian Paints, Audi UK, DFS, Halfords, Jumbo, LloydsPharmacy, Premier Farnell, Sainsbury’s, Selfridges and Sligro Food Group.

FOR MORE INFORMATION

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Salmon
SHAPING FUTURE COMMERCE