

Indoor groups success story in-store



About Indoor Group

Indoor Group Oy is a pioneer in skill and style and leading provider of home furniture and interior decoration products in Finland and Estonia. The company comprises the retail chains Askö and Sotka and the furniture factory Insofa Oy. Indoor Group employs over 700 people.



“We set ambitious goals, especially in-store, with Avarða Omni, and some stores have surpassed our expectations, with over 40% of customers opting for buy now pay later options.

- Janne Henriksson, Sales Director at Indoor Group.

40%

of customers opt for buy now
pay later options.



avarda

Challenge

Indoor Group sought a payment supplier that viewed the partnership as collaborative. They needed a flexible payment partner that could seamlessly integrate with their systems without requiring significant changes from Indoor Group's end. They aimed for a smart and easy-to-implement solution for their e-commerce and the possibility to also offer buy now pay later products in-store, such as invoice and account opportunities. It was essential for the solution to be user-friendly for both consumers and in-store staff.

Solution

Turning to Avarda, Indoor Group found a partner willing to engage in a collaborative journey. Avarda's Omni solution emerged as the perfect fit, allowing Indoor Group to effortlessly offer a smooth checkout experience online and buy now pay later options in-store without the need for complex integrations. Through close collaboration, Avarda and Indoor Group ensured a seamless onboarding process, ensuring smooth experiences for both staff and customers. By extending the same payment options to both their online platform and physical stores, Indoor Group enhanced the overall shopping experience, empowering customers to pay according to their preferences.



”

Through close collaboration with Avarda, we've developed easy-to-follow instructional materials for staff and regularly organize sales competitions

Explains Janne Henriksson, Sales Director at Indoor Group.



avarda

Results

The introduction of Avarda Omni in-store yielded remarkable results, swiftly embraced by both staff and customers.

Avarda's Omni solution emerged as the perfect fit, allowing Indoor Group to effortlessly offer a smooth checkout experience online and buy now pay later options in-store without the need for complex integrations.

ASKO
SOTKA



Avarda Checkout+

Customized checkout



Buy Now Pay Later

Customized credit products



Remarketing

Full control of UX & touchpoints