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# CASE STUDY.



**Florence Bouget-Vacheron**  
VP of Marketing for DELBARD Group



In Vivo group  
Leader in Europe



40 franchisees  
Gardens centres



200 affiliated garden centres

THE CHALLENGE

*"PAYSAGEA Garden Planner is the perfect web-to-store tool we were looking for. Homeowners looking to beautify their outdoor space can design their garden on our website as if they were playing a videogame. Then continue in our store and transform the game in direct sales.*

*Delbard Group knows all too well that there is no one-size-fits-all approach since every client's garden is unique and they would need a tailor-made approach, advice, and complex technical support to help them design the garden of their dreams. "*

*"Moreover, there was no existing garden planning software available on the market fit for our purposes to the exception of MyGardenDesigner.*

*Only PAYSAGEA's commercial offering was cost-effective and we felt that we would receive the right amount of support. And this has been the case since we started collaborating; we have had an excellent relationship with PAYSAGEA. We are very pleased because it is a difficult area to cover in the retail world and even more so in the garden retail sector, but we have been well supported since the partnership began, and now we have a tool that will live and grow with us."*

We help you grow your business by engaging prospects and transforming them into loyal customers; transforming your stores and websites from passive into active sales points through counseling and advising your customers, enhancing their online and offline experience based on the actual lay-out of their own garden.

# From enhanced user experience to digital transformation.



## THE SOLUTION

The MyGardenDesigner software was chosen by Delbard out of a desire to develop the **brand's notoriety** with a tool in line with our values as a plant expert. It lets a customer create a garden on their own, free of charge, as if they were a landscaper and then draw on the knowledge of in-store staff.

The tool is a **major sales aid** for stores who can, based on the projects created by the customer, get an idea of the potential sales.

Finally, it is a **great tool for sharing know-how**, building a unique relationship with store customers and acquiring precise knowledge of their needs and wants. The store can give consumers expert advice on the choice of plants. This relationship thread created between the store and the customer via the online tool is the foundation of a great customer experience that begins within the digital space and continues in-store with the advisers' expertise. There is nothing better for a store network such being close to its customers while publicizing its expertise in plants.

**It's an easy and fun way to engage and strengthen bonds with customers, improve our swing rate and increase the average basket.**

## Innovation and expertise

*"Introducing a garden planner is as innovative for us as bringing out kitchen design software was for IKEA back in the day. It's differentiating today but in ten years or so it will become as commonplace as kitchen design.*

*We chose PAYSAGEA because we were looking for a service provider that is both a landscaper to understand our needs and an IT specialist to ensure high-level IT support, and they didn't disappoint on either count."*

**Christian Chaize**  
Customer Experience Manager



## THE BENEFITS

**Paysagea solution is now an integral part of Delbard Group's marketing and customer support strategies. What are the main advantages of the Delbard Group and Paysagea partnership?**



Revenues up by 20%



Swing rate in garden centres up by 13% in less than 4 months



Average basket increased by 200%



Insightful qualitative data on customers' outdoor projects (timeline, budget, inspirations)



Overall customer satisfaction in stores up by 25% across all centres

## THEY TRUST US

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