

# HOBBI



## DANISH E-COMMERCE COMPANY HAS FOUND THE RECIPE FOR PHYSICAL STORES

*In August 2019, the popular e-commerce store, Hobbii.dk, opened its first physical store in Roskilde. Within the next three years, the yarn store expects to open another 60 stores. The store universe must be the same offline as well as online - a digital ambition realized through a collaboration with Delfi Technologies.*

The internet-based knitwear and crochet shop, Hobbii.dk, has started to gain momentum. Hobbii.dk was founded in 2015 by a group of entrepreneurs and has managed to grow firmly in the market for yarn and hobby articles. Today, the company has 170 employees and expects to open another 60 stores within the next three years - both in Denmark and abroad.

### A DIGITAL OMNICHANNEL UNIVERSE

Hobbii.dk is used to operating a 100% online business. In the online business, it is necessary that customers can find the necessary information about the product they are looking for. Otherwise, you simply risk

that they continue their shopping at one of the competitors. Hobbii wants to achieve the same synergy in the physical stores. Here, a collaboration with the IT company, Delfi Technologies, helps to create a digital omnichannel universe.

- We come from the online world, where we are used to being able to track everything and react extremely quickly. With the physical stores, we want to create a local presence, but at the same time the customer experience must be linked to our online store - this is what Delfi Technologies helps us with, says Joachim Hansen, who is Retail Manager at Hobbii and responsible for opening of the physical stores.

### THINGS HAVE BEEN TURNED UPSIDE DOWN - IN THE GOOD WAY

The Danes love yarn, and so does Hobbii. In February 2020, the company opened the doors to Denmark's largest yarn shop in Aalborg. The opening attracted long queues of visitors, and the customers keep coming. Hobbii has in many ways succeeded in making a close link between the online store and the physical channels.

- It is all about the customers. In general, we experience a high level of commitment and

very happy customers. It is something we really appreciate. With the physical stores, we can reach out to our customers and create a completely different community where we can build relationships and personally take them on the journey, says Joachim Hansen.



In the physical stores, data and performance are being tracked with an online approach, as if they were a digital store. Both online and offline, Hobbii uses specific data and digital buttons to improve performance. Therefore, the digital initiatives in the stores include electronic shelf labels and digital self-service screens with scanners, where customers can find information about a product, see and print knitting patterns, etc. The plan is also to include user reviews, both on the shelf labels and the screens.

- We have turned everything upside down in the physical stores - in a good way. This means that we also run the physical stores as an online business, where we continuously are testing new things. Specifically, we have invested in various digital initiatives in the stores, so we can react quickly and

screw on things that can improve our performance, says Joachim Hansen.

## **AMBITIOUS PLANS FOR THE FUTURE**

A lot has happened since Hobbii.dk saw the light of day in 2015, but the company has even bigger ambitions for the future. More store locations will be added to the map. At the same time, the company will continuously optimize the operation and customer experience in the existing stores.

- For us, it is very much about looking at the data and using it to optimize our business. We can use the technology in many more ways than we already do. With electronic shelf labels and the digital customer screens, we can connect online and offline. In this way, we can quickly adjust all our communication in all stores - all at once, explains Joachim Hansen.

In addition to the digital collaboration with electronic shelf labels and info screens, Delfi Technologies also provides complete POS solutions for the Hobbii stores. This includes all-in-one POS PCs with integrated receipt printer and barcode scanner, as well as cash drawers, receipt rolls and various types of labels. Expanding the collaboration on the software solutions in stores is also part of the plans.

## **ABOUT HOBBI**

Hobbii is a one-stop-shop for all yarn lovers in Denmark. The head office is located in Rødovre and the range covers everything you need for your next knitting or crochet project. The adventure started online but has moved on to the physical channels with plans to open 60 stores within three years. Today, Hobbii employs 170 dedicated people who do everything they can to become the Danes' favorite yarn shop.