

# Fisher & Paykel teams up with Tryzens to turn up the heat on digital commerce and customer engagement

Renowned appliance retailer launches new agile eCommerce platform to serve its global market and improve customer experience

Fisher & Paykel customers in the United Kingdom now join those in the USA, Canada, Australia and New Zealand in being able to access a new and improved digital experience following the launch of its new online platform – developed in partnership with digital commerce consultancy Tryzens – spearheading the company’s digital growth strategy.

Fisher & Paykel has been designing and selling household appliances since its foundation in New Zealand in 1934, and has grown into a global business, operating in 50 countries. With a design heritage that is founded on a pioneering spirit and a culture of curiosity, they challenge conventional appliance design to deliver innovative, human-centred appliances.

In keeping with this spirit of innovation and customer focus, Fisher & Paykel wanted its online offering to elevate the customer experience with rich, engaging content. Its global footprint meant that it needed a platform that enabled the quick and easy deployment of sites in different regional markets, managed from one unified platform.

Fisher & Paykel was already leveraging Salesforce Sales Cloud, Service Cloud, Marketing Cloud and Community Cloud, so the team opted to develop the new websites on Salesforce Commerce Cloud to deliver an enhanced customer experience. Tryzens was the ideal partner to support this transition, with its deep expertise in managing multi-cloud integrations and helping retailers to roll out their online presence on an international scale, to new markets and regions.

With the launch of its new online experience and Tryzens’ guidance, Fisher & Paykel’s staff can now manage all elements of the customer experience in each of the markets they serve from one platform, ensuring a more personal and market relevant customer channel.

Rudi Khoury, EVP of Marketing and Customer Experience at Fisher & Paykel said:

“Tryzens’ ability to work in an agile way in markets around the world aligned well with our methodology and global strategy. To date our experience has been that we have seen the smoothest launches and transition to the new sites based on the great collaboration between our teams. Tryzens was able to guide us with expert advice at critical decision points, helping us to join up all elements of the customer journey and deliver a seamless experience.”

Andy Burton, Tryzens Group CEO, said: “We’re delighted to have launched Fisher & Paykel’s new online channels, providing a premium customer experience and the flexibility to serve multiple international markets. Fisher & Paykel truly embodies the ethos of quality, excellence in service and an unwavering desire to offer innovative products that set it apart from other retailers in this competitive industry. This ethos has been carried through into the new platform, to make it more engaging for customers and further elevate the Fisher & Paykel brand.”

Salesforce, Commerce Cloud and others are among the trademarks of salesforce.com, inc.

ENDS

#### About Fisher & Paykel

Established in 1934 by Sir Woolf Fisher and Maurice Paykel and headquartered in Auckland, New Zealand, Fisher & Paykel is a leading global manufacturer of kitchen appliances. Its product range includes refrigerators, ovens, dishwashers, washing machines and dryers, with an emphasis on innovative design, particularly in the areas of usability and environmental awareness.

Its products are available in over 80 countries worldwide, with the company having a strong presence in New Zealand, Australia, Europe, Asia and the Americas.

#### About Tryzens

Tryzens is an international digital commerce consultancy that take a holistic approach to growing your business, no matter how or where your customers choose to buy. Our team of trading specialists, strategists and technology experts are passionate about growing your business by implementing solutions that optimise performance across all channels.

With offices in offices in London, Melbourne, Sofia and Trivandrum, we have partnered with some of the world's most successful retailers and brand owners including Cotton On Group, kikki.K, R.M.Williams, Sweaty Betty, T.M. Lewin, Surfstich, and Liberty London to provide beginning to end services that help grow businesses and provide the best customer experiences.

[www.tryzens.com](http://www.tryzens.com)

#### Contacts

Holly Mercer / Avinash Nandra  
+44 (0)207 388 9988  
mailto:tryzens@spreckley.co.uk