

Keune's First Digital Flagship is a Cut Above the Rest

Dutch haircare company Keune launches new digital flagship in collaboration with Tryzens to enhance the purchase experience for both customers and salon partners in ANZ.

Making hair products for the pros for nearly 100 years, Keune have listened to feedback from their customer and salon partners to simplify the shopping experience. The new offering consists of unique sites for both B2B and B2C customers, built in partnership with Tryzens. The customer and stylist are at the core of the Keune business, so it was important that the new digital flagship was implemented with the user front and centre to create a seamless and relevant experience for each.

Frances van der Velden, COO of Keune Haircosmetics said:

"We've gone through a period of extreme change this year and there is no better time for us to start focusing on providing the best online experience we can so we can continue to provide quality products to our customers. By partnering with Tryzens, we've been able to engage with our customers in new ways that truly reflect Keune as a brand. It was important to us to partner with someone that truly understood our business and customers so we could provide them with our products in the most convenient way possible."

With salons being the primary distribution channel for its products, Keune's goal was to ensure customers would have unfettered access to purchase salon-quality haircare from their diverse range even when they are unable to visit the salon. It was just as important that salon partners were credited with the sale of products from their customers, which led to an attribution system being implemented. The new site is an immersive brand experience that allows customers unprecedented access to multiple product categories with strong editorial imagery, educational product descriptions and dynamic pricing. The customer journey is unique for salon owners and stylists with an enhanced B2B site that gives them control over user permissions, payments and functionality to order and pay for products in a way that works best for their business.

van der Velden continued,

"We partnered with Tryzens because we knew their knowledge and expertise would allow us to provide a frictionless customer journey for different customer sets, which can become quite complex. The launch of our digital flagship across multiple unique offerings, each serving a different user or business model, really puts the customer experience first and reinforces our commitment to support our salon partners. We see these new channels a huge opportunity for growth to better engage with our customer base and build brand loyalty."

Andy Burton, CEO at Tryzens commented:

"It has been fabulous working with Fran and the team at Keune who have such a keen focus on the needs of their customers and a real passion to excel at every touchpoint with them. In close partnership our teams have defined, built and launched the new storefronts for the differing needs of consumers and salon owners/stylists. This kind of digital-first thinking by Fran and her team allows Keune to better serve their market and creates an engaging experience that is both educational and transactional.

Never has it been more essential to protect and project a brand online than in 2020 having all witnessed the impact of the pandemic driving rolling lockdowns. Digital Commerce transcends borders, reaches customers 24/7, and provides an assured and intuitive way to find out about products and to transact seamlessly. We are delighted to working with Keune to assist them in driving their online growth."

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