Rollei Takes Charge of Their Brand

In the world of photography and within the circles of visual creatives, they are very well known: Rollei. The twin-lens Rolleiflex has gained cult-status since the 1920s, and nowadays has proven itself on the competitive online market. It hasn’t been easy in the photography business. The technological revolution brought about challenges for many businesses in the sector - but as an Amazon vendor, Rollei has been able to evolve and progress, and keep up with the changes.

Now they are successfully selling their high-end photography equipment on Amazon’s European marketplaces. But the online marketplace is very competitive; especially for vendors whose products are also distributed by other sellers. So how is Rollei making sure that they are staying in control of their brand and remain profitable?

- Decreased Lost Buy Box Rate
- Listings Seen By More Customers
- Review Management from 0 to 100

For more information contact vendors@sellics.com or visit www.sellics.com
The Challenge

Staying in control of your brand requires action in all aspects of business. You need to optimize and analyze everything, from your listings to your customer service offering.

Rollei’s Core Challenges

**Buy Box Management**
How can we get a quick overview of our Buy Box position and track who is selling our products at what price?

**Review Management**
How can we manage our reviews better to improve our customer service?

**Content & SEO**
How can we optimize our listings to ensure that the right people find our products?

Solving all these challenges across the board would require hours of manual research and implementation, thereby distracting staff from more productive tasks.

Tackling these challenges would require enormous effort, and there is no way we could manually manage all these tasks within our daily business activities.

The Solution

Rollei needed a solution that would help them solve all these challenges, without having to hire additional staff members to complete the tasks manually. If not, they might have lost their competitive edge as a vendor, and thus control of their brand and profits.

And that’s how they came to Sellics.

Why Sellics?

**Great value for the money**
An all-around solution that tackles multiple challenges at no extra cost

**Great customer service**
quick responses to issues and enquiries
Product testing: realize its value before making the purchase

**Continuing support**
Content webinars and Live Chats to learn more about the features

**Agile development**
fast responses to feedback and requests for future product developments

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The Results
How Rollei used the Sellics Vendor edition to solve their challenges

1. The Challenge
Monitor the Buy Box

The Solution
Rollei can see exactly who is selling their products at what price - and determine where they are losing the Buy Box and why.

The Result
Decreased LBB rate

2. The Challenge
Review Management

The Solution
Rollei receives daily emails with updates on reviews - and can communicate directly with customers from within the interface.

The Result
Improved customer satisfaction and product development

3. The Challenge
Listing Optimization

The Solution
Rollei uses the keyword research tool to create master files for each product and category, thereby improving listing visibility.

The Result
Increased listing visibility

Before we had Sellics, we would find out about lost Buy Boxes only by manually checking listings. We have over 600 Products on Amazon - so it was impossible for us to track all of them, especially when it comes to evening sales when people are most active.

We actively use product reviews to improve our products. Our carry bag for glas filters used to have snap fasteners. Customers asked for zips, so the next collection dropping next month will have zips.

We can definitely see the difference - people find us more often, and we receive more questions and reviews.

In Sellics, Rollei has found a solution that helps them solve multiple challenges at once, and manage their brand in an increasingly competitive market environment. As a result, the company was not only able to save a massive amount of time and manual work, but improve some of their key metrics as an Amazon vendor.

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