Day in and day out, hjh OFFICE ensures that office workers across Europe are sitting comfortably at their desks - they are a premium supplier of office chairs and furniture. They offer office solutions from budget options up to the most luxurious sitting arrangements. And over the past years, they have expanded their international reach through e-commerce as an Amazon vendor. But unfortunately, selling online is not as easy as it sounds.

The Amazon marketplace is getting increasingly competitive. Many business men and women have realised the high profitability of e-commerce, and with easy access to low-cost producers, the supply of products - including that of office furniture - has boomed.

And hjh OFFICE has felt the pressure. They realised that they needed to establish themselves in the market and protect their competitive edge. As an Amazon Vendor they faced a particular challenge, because they feel that sellers in general have a broader and more flexible array of options available to manage their products on Amazon. That's how hjh OFFICE started to wonder: “How can we as a vendor compete effectively in the marketplace?”
The Challenge

It is not easy to drive optimization and react to market changes with a portfolio of several hundred items - doing so costs a lot of time and manual labour. As a result, hjh OFFICE identified the following challenges:

- optimizing product listings and paid advertising campaigns for more visibility
- communicating with customers, especially in regard to review management
- adding agility to processes to stay ahead of the competition

In order to manage their reviews better, hjh OFFICE invested in a software solution. But the complicated structure of the interface soon discouraged the team from using it, and the high price point drove the ROI down.

That's how hjh OFFICE came to Sellics.

The Solution

Running a hybrid strategy as both Seller and Vendor on Amazon, Oliver Fritz, CSO, and Isabel Buchberger, E-Commerce Manager, opted for both Sellics products: Vendor and Seller edition. Whilst Content Creation and Review Management is predominantly done with the Vendor tool, the Seller solution shines in its applicability for paid ad management.

The tool is used on a daily basis, and it is planned to integrate it into more processes in the future. Especially the easy-to-use tools and interface has convinced the team:

"The tool is comfortable and easy to use, especially when it comes to content creation. I can do everything in one interface without having to jump around. I can easily find the best keywords and update product listings with just a few clicks." (Isabel Buchberger, E-Commerce Manager)
The Results

Here is how hjh OFFICE used Sellics to solve their challenges:

**The Challenge**
hjh OFFICE was financing a costly review management tool that suffered from poor design and complexity

**The Solution**
hjh OFFICE uses Sellics Review Management tool to quickly respond to questions and reviews

**The Result**
hjh OFFICE saved 25-30% of cost by cutting out a costly tool and manual labour connected to their previous review management efforts

**The Challenge**
Optimize product listing for more sales, better ranking, and higher visibility

**The Solution**
hjh OFFICE uses the Sellics Vendor Content & SEO Module to comfortably find keywords and update product listings

**The Result**
By quickly finding the most important keywords, hjh OFFICE not only saved manpower, but also ensured that more customers find their product listings

**The Challenge**
Stay ahead of the competition and become more agile, especially when it comes to paid advertisement

**The Solution**
hjh OFFICE uses the Sellics Seller Edition to manage their PPC campaigns, to find the most profitable keywords and automatically adjust bids

**The Result**
By taking advantage of automation in optimizing their ad campaigns, hjh OFFICE is able to meet their desired ACos, save time, and beat their competition

And the best part about this? Both the Vendor and Seller edition together were more cost-efficient than the single review management solution hjh OFFICE was using before:

*Sellics offers a better customer experience, both when it comes to using the tool itself and support.*

*And it was also a lot more attractive price-wise than our previous solution.*

( Oliver Fritz, CSO)