

BABYBJÖRN

B2B AND B2C CUSTOMER SUPPORT TO BABYBJÖRN FRANCE



“We particularly appreciate their reactivity, professionalism and customer relation skills. They are now an integral part of our organization in France and we are planning a long-term partnership with Scandi Bureau”

Frédéric Guillaume, Area Sales Manager



Story

BabyBjörn is a Swedish family-owned company founded in 1961 by Björn Jacobson. The company have always aimed to make everyday life easier for families with small children by developing safe and innovative products of the highest quality for children up to three years old.

Goal

To increase brand awareness on the French market, BabyBjörn needed to offer a reactive and available back-up team with a knowledge of the French-Nordic cultures to reflect the company's values and identity.

Solution

Scandi Bureau improved the organisation by supporting BabyBjörn's French-speaking customer service team. This mission required a complete understanding of all the products and services offered by BabyBjörn. With the help of Scandi Bureau, BabyBjörn is able to provide a continuous and reactive support to end clients and retailers.

Results

- With a customized and available customer service desk - combining an in-depth knowledge of intercultural relations and product offering, Scandi Bureau make an excellent link between the clients in France and the head office in Sweden.
- Collaboration based on reactivity and professionalism which adds value to the company on the French market.