

The incredible omnichannel payment

Furniture & Interior Decoration Industry Tediber launched its unique mattress concept in 2015. First sold exclusively on tediber.com and recently available in a Parisian concept store, the brand promises clarity and simplicity: its unique product of exceptional quality is marketed without intermediary, at the right price, for all and all year.

If the brand can claims this offer of values, it is because it deals with the design as well as the manufacturing and the distribution. Mastering the pre-sale stages is not only a guarantee of quality and traceability, but it also allows Tediber to lay the groundwork for a strong positioning based on a seamless customer experience.

The challenge

From the beginning of the customer's journey to delivery to his home, everything has been finely thought out and reinvented to maintain an emotional relationship with him. Thus, Tediber wanted payment not to be an exception in this seamless purchase process: **payment had to be as incredible online as it was in store!**

The issue tackled by dalenys

How can Tediber offers its customers an **online and instore payment** that is pleasant, surprising and make them smile?



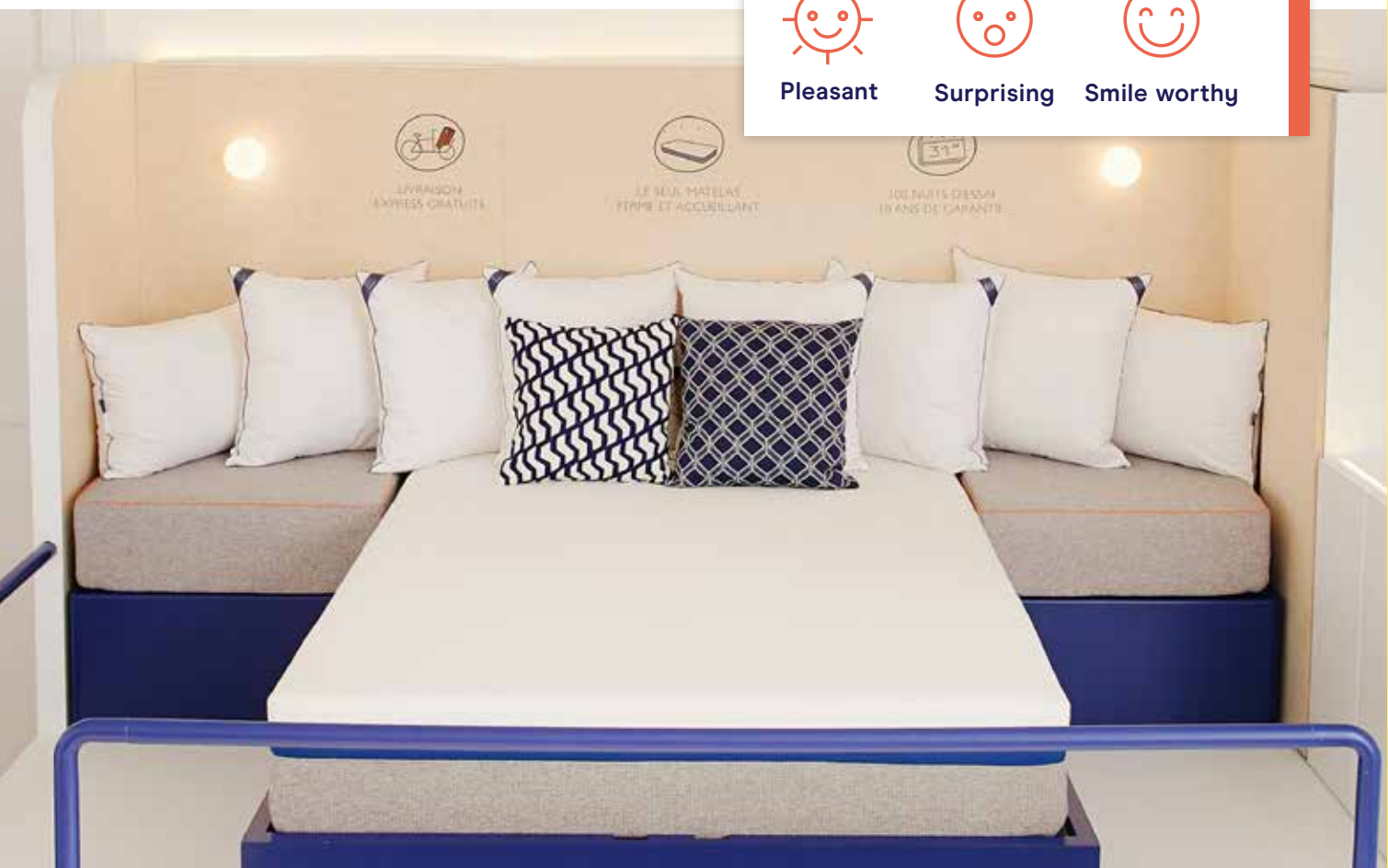
Pleasant



Surprising



Smile worthy





The methodology of Dalenys



- 1 Frédéric, a dedicated payment expert and specialist of omnichannel strategies in the field of Retail
- 2 A payment option both differentiating and attractive to the customer, namely free payment in 3 installments, both online and in-store
- 3 A gradual European expansion, based on a deep audit of the most important means of payment generating business in each country deployed
- 4 Ergonomic and simple management tools to make even refund an occasion to smile



From the beginning Tediber has maintained a simple and trustworthy relationship with Dalenys. Availability and responsiveness are essential to enable us to effectively develop each of our projects.



Frédéric, a unique intermediary and Omnichannel expert for the Retail sector

With his strong technical knowledge and direct contact with all of Dalenys' expertises, Frédéric coordinate all exchanges about UX, fraud, data, technology, etc.

His scope:

Daily management of the implemented payment strategy, and performance KPIs tracking

Full contribution to insure the customer experience is as fluid and efficient in the concept store as it is on tediber.com

Challenge the current solutions and suggest innovations



This service allows us better conversion rates and has the main advantage of not requiring administrative paperwork to fill for customers! Simplicity, efficiency: these are key points that help us to always be ahead of the market!

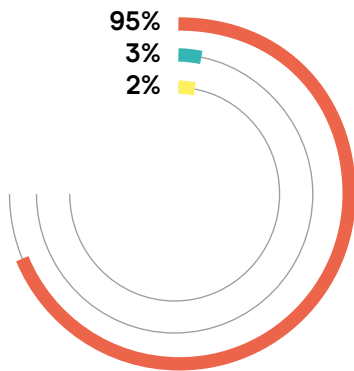
Thibaut Gouny, COO,
Operation Manager@Tediber



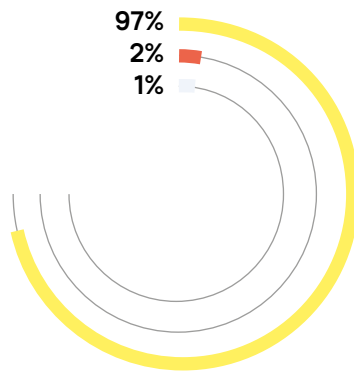
Distribution of the most important means of payment for generating business

3 countries deployed through an e-commerce site: France, Spain, Italy

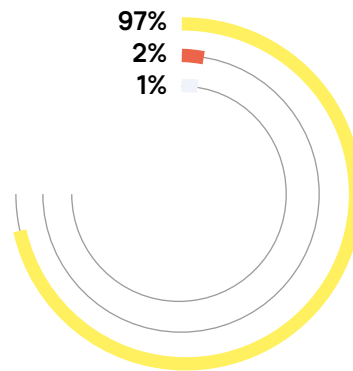
 France



 Spain



 Italy



 Visa / Mastercard  Paypal
 CB  Other

* Source: Dalenys Analytics

Effective and responsive management tools

Dalenys provides a customizable dashboard analytics for advanced monitoring of performance KPIs.



by Natixis Payments

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We chose Dalenys especially for the flexibility of the tool, completely adapted to structures like ours.

Free payment in 3 installments, online and in store

By lightening the first installment, this method of payment makes it possible to meet the highest baskets and thus increase the turnover. It can also trigger the purchase.



+15%

Additional sales*



X 2 Average basket **

Based on the average shopping basket excluding the free payment in installments

* Source: Tediber ** Source: Dalenys Analytics