

An integrated **omni-channel** approach creates added value for retailers and their customers



**Bel&Bo**  
*Tijd voor kleur*

## Bel & Bo

**Fabrimode NV** was founded in the late 90s by the Delfosse family. This Belgian company had several shops under personal management and focused on promotions and price, but after a thorough reflection and value exercise, Bel&Bo was launched in 2010. With the baseline 'Mooi Meegenomen' and the colourful barcode as a logo, this turnabout turned out to be a great success. Today the retail chain has more than 450 employees and 84 physical shops. This is where **2 million regular customers** find fashionable, colourful, qualitative and attractively priced clothing for the whole family. Just like in the Bel&Bo web shop that was launched about a year-and-a-half ago.

## Omni-channel challenges

The start-up of the web shop – and the corresponding **omni-channel environment** – also involves new challenges. For Bel&Bo the web shop is an **extra sales channel** the customer can visit 24/7. In addition, the customers who purchase online are also the customers who buy in the physical shops. So there is a need for **complete unity** in the experience between online and offline shopping. On the one hand the web shop serves as a catalogue. On the other, the physical shop not only acts as a classic point of sale; here customers can also collect and return parcels they purchased online.

This makes the shop an exclusive **Pickup parcelshop**. Michael Delfosse, CEO of Bel&Bo: "Around 80 percent of our customers choose delivery in the shop. This not only results in **lower return costs**, but also in **extra sales**. Customers open the parcel in the shop, try it on and then the saleswoman comes into the picture. She tries to complete the customer's look, presents accompanying accessories, etc." With the help of the saleswoman, customers can even order products online. "This can be handy when an item of clothing is no longer available in a certain size", explains Delfosse. "With this '**availability of the right size**' we have very good results, according to GfK figures. Customers make a lot of use of this option and the turnover from online orders that are realised in the physical shop is now already equivalent to the turnover of several physical shops." Omni-channel therefore **requires a responsive chain where the location of the stock is no longer important** or via which channel the consumer presents himself.



## DPD, the only right choice

The strategic cooperation between retailer and logistics service provider is becoming increasingly important. “**We consciously switched to DPD**”, explains Michel Delfosse. “The full handling of all online orders is now in the hands of our new fixed parcel delivery partner. And this cooperation is going very smoothly.” **DPD supports Bel&Bo’s ambition to create added value for the end consumer.** DPD ensures that the online and offline purchases **seamlessly blend** into one through an unprecedented comprehensive offer: home deliveries, Pickup parcelshop, shop deliveries, etc. “In addition, thanks to the daily pick-ups of DPD we managed to halve the delivery speed of our online orders from **five to two-and-a-half days**”, Michel Delfosse clarifies.



## Integrated approach

Bel&Bo adopts a somewhat unique approach, where each shop has an online shop-in-the-shop while also serving as an exclusive Pickup parcelshop. The StoreConnect+ system is monitored by DPD through the use of their PDAs. DPD also manages all daily connections between the shops so the goods ordered online can be delivered to the customer fast: at home or for free in the Bel&Bo shop or in a Pickup parcelshop. “If the customer orders something through the web shop, this is not sent via our **central distribution centre** in Deerlijk, but we first check in which shop all items of clothing ordered by the customer are in stock. The shop assistant of this branch wraps them up nicely and DPD sees to the transport”, Michel Delfosse concludes.

## DPD’s added value for retailers

- Cost optimisation thanks to the comprehensive offer
- Efficient and thorough stock management
- Shorter delivery times
- Smaller ecological footprint

**Contact us for more information**  
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