



Customer: Get Inspired **Business focus:** Clothing & Shoes; Sport & Hobby
Location: Norway **Klarna solution:** KCO online

An active colab with Klarna helps outdoor brand GetInspired.no climb to the top.

Known for its beautiful landscapes and nature, Norway is the perfect playground for outdoor activities. It's no surprise then, that Norwegians are a very active people. But it doesn't take much to figure out the market for sports and activewear is enormous. Competition among these companies is pretty tough, and if you want to succeed, you need to stand out and find your niche. That's exactly what GetInspired.no has done. Focusing solely on active women's fashion and promoting a healthy lifestyle through both products and inspiration. But, as it seems, there's more to success than that.

“Thanks to everything being handled in one solution we've also been able to reallocate resources earlier spent on dealing with administration to developing our customer offer further.”

– Sindre Landevåg, founder and CEO at GetInspired.no

Klarna.

GetInspired.no

Challenges.

In a super competitive market, just having a niched offering isn't enough for a brand to be successful. It needs to have that something special on each step of the customer journey. GetInspired.no was known for its excellent customer care, and for adding something a little extra to brighten the customer's day. Pretty neat, right? The company's owner was also a strong supporter of a personalized experience and knew the benefits it could bring – both branding and revenue. But personalization is time-consuming and expensive. So to do it right, GetInspired.no needed a partner that could help it fine-tune every part of the user experience. Lifting it up to the highest level possible..

Solution.

Having used Klarna's invoice and part-payment services between 2011–2013, GetInspired.no was familiar with the brand. At that point, it was viewing payments as a separate entity, not a smooth part of the store experience. But shortly after, Klarna launched the full-service solution Klarna Checkout on the Norwegian market. This solution provided all the payment methods needed on the market in one contract, which significantly reduced time spent on administration. It also made payments a more integrated part of the store, as it could help enhance each customer's full store experience. And happy customers meant a happy owner.

Results.

GetInspired.no integrated Klarna Checkout in 2015, and thanks to this, both returning and new customers have been able to get a smooth shopping experience. Klarna's vast cookie network meant that customers within Klarna's ecosystem were instantly recognized and able to easily complete their purchases with a prefilled checkout if they wanted. More people also chose to pay after delivery, opting to receive their purchases before settling their payment. This is in contrast to how Norwegian customers usually shop, in which paying instantly by card is the norm. Flexibility and customer choice, in other words, have been key to success.

While a smoother payment experience can't take all the praise, GetInspired.no's customer satisfaction score is a remarkable 87 since implementing Klarna Checkout. At the same time, revenues have grown dramatically; in 2015 it was at about 80 MNOK and in 2016 the revenue landed at 124 MNOK.

6,5 reasons to choose Klarna.

1. Minimum resistance during purchase (fast and easy)
2. Multiple purchase alternatives
3. Increased conversions at the checkout
4. Reduced administration costs
5. Great Customer Support
6. Is used as a complement for in store purchase solutions
- 6.5. Well, it feels smooth