



## Success Story BabyBjörn

12 years of close collaboration and trust to contribute to the development of BabyBjörn on the French market.

### CHALLENGE

BabyBjörn, one of the world's leading baby products companies, wanted to offer local support to its customers and end users in the French market.

The Swedish company therefore called on Scandi Bureau in 2010 to offer both a contact in France for shop needs and a B2C customer service.

### SOLUTION

Training of a Scandi Bureau resource at the parent company to ensure the missions of:

- Product support,
- Order follow-up,
- Presentation of new products to shops and sales training,
- Animation, moderation and management of social networks according to the guidelines of BabyBjörn's marketing teams.

Scandi Bureau set up two dedicated telephone numbers (end consumers and BabyBjörn customers) as well as a single e-mail address.

Use of Scandi Bureau's backoffice management service for the monthly VAT declaration.

### RESULTS

Continuous service for 12 years (2010-2022) provided by a single bilingual resource to handle both French market requests and to contact the appropriate people in Sweden.

Quality support by a dedicated contact person to deal with an average of 300 emails, around 100 incoming calls and social networks (Facebook) per month.

## BABYBJÖRN®



*We really appreciated the responsiveness, professionalism and customer focus of the teams on a daily basis.*

*Scandi Bureau has been an integral part of our organisation in France for 12 years of fruitful collaboration.*

**Frédéric Guillaume**  
Regional Manager EMEA

### SCANDI BUREAU

Since 1989, the preferred partner of international SMEs to help them achieve their objectives in France or in Northern countries by providing effective tailor-made operational support.

### CONTACT

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