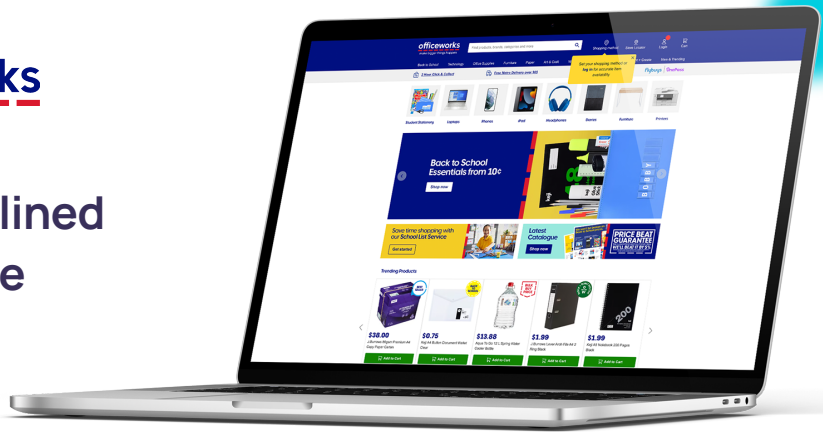


How Officeworks Streamlined Their Backend to Enhance Customer Experience



Established 30 years ago in Richmond, Victoria, Officeworks is one of Australia's leading retailers, selling a range of products and services in a variety of areas including technology, stationery, education resources, furniture, art supplies and print and create. Officeworks is convenient for its customers all over Australia, operating more than 170 stores, online channels with 40,000 products, and delivering to over 3,000 postcodes.

The Officeworks Business team help Australian businesses of all sizes, including small businesses through to Government, Schools and Early Learning Centres, start, run and grow. Officeworks is helping its customer's work, learn, create and connect, so they can help make bigger things happen.

The Challenge:

Officeworks identified an opportunity to enhance the way its full range of products is showcased on preferred channels. By addressing legacy product feed limitations and improving the accuracy of feed information, the business could reduce manual processes for its team and create a smoother shopping experience for customers.

How We Helped:

By collaborating with Intelligent Reach, Officeworks was able to implement industry-leading infrastructure best practices.

Intelligent Reach integrated with the client's infrastructure, upgrading legacy file based feeds to much faster API's on the Intelligent Reach platform. The team customised specific product feeds for required channels (including Google Shopping, Meta and many others), leading to almost real-time accuracy of data between channel feeds and the Officeworks website.

Intelligent Reach, in partnership with Google, worked together to enhance value across every stage of its digital channels ecosystem. The key achievement was the integration of Intelligent Reach with Google's Regional Availability and Pricing module (RAAP) into its product data to enhance Shopping Ads. Another achievement was launching Google Content API for faster feed updates to Google.

With Google's RAAP, Officeworks was able to display product availability and variable pricing relative to customers' preferred store locations. This solution also helped to solve the client's main challenge of not being able to showcase their entire inventory.

"We are delighted to see the results from our partnership with Intelligent Reach and Officeworks on Infrastructure Best Practices and inventory maximisation. These have allowed Officeworks to implement advanced capabilities such as RAAP and Content API allowing them to showcase their entire range of products to consumers whilst ensuring real-time accuracy of information"

Caroline Laird

Director, Technical Services AuNZ
Google Australia

We also helped with LIA's, which use a local product feed to show real-time inventory and store locations for Officeworks' physical stores directly in search results, making it easy for customers to see what's available nearby. This not only improves the shopping experience but also helps drive more in-store sales.

The Outcome:

Intelligent Reach enabled Officeworks to unlock more SKUs and deliver faster, more efficient product, price, and stock updates via Intelligent Reach APIs. As a result, Officeworks can now showcase their products across paid search and social media, giving customers access to its entire range.

Through API integration Officeworks has achieved:

50% growth in the number of SKU's shown to customers

Smoother customer journeys with site information shown accurately on media channels (Google and Meta Surfaces)

Significantly **lower time spent internally** on solving data mismatches

Through RAAP Integration, Officeworks has achieved:

10% increase in incremental search revenue within just 3 months

15% increase in ROAS

"We are delighted with the scale of what we've been able to achieve since integrating with Intelligent Reach and their Google modules, and now it will be easier to add more product attributes to the pipeline to support our customers' shopping discovery journey"

Simon Sharland

Head of Digital Marketing, Loyalty and Online
Google Australia

Next Steps:

Having seen the success with the collaboration so far, the next step is to introduce other elements of the Intelligent Reach platform. In the coming months Officeworks plans to introduce the Data Connector Module and the Experiments Module.

The Data Connector Module will provide unrivalled data insight at the product level; while the Experiments Module provides the ability to set up and run experiments including A/B tests, analyse the impact of the results, and roll out successful performance improvement changes with a single click.

Interested in getting started? Reach out today!

Schedule a demo to see how Intelligent Reach can help your ecommerce site and receive a free site audit.

[Book a Demo](#)

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