

valantic



Development of an innovative DIY consumer app

From the idea to go-live with valantic



Optimized customer experience

From advising & ordering goods to warehouse logistics & delivery



BAUHAUS planned the development of an innovative shopping and service app to provide customers with targeted support for their projects in the workshop, house, and garden; to facilitate brick-and-mortar shopping; and to strengthen the connection between the online and offline worlds with practical features such as product finders, product scanners, and digital receipts. BAUHAUS engaged valantic as a concept, design, and consulting partner.

With strong growth in recent years – especially in 2020 and 2021 – the complexity of

logistics structures also increased. Flexibility and scalability were the focus from the very beginning. During a comprehensive analysis, specific potential for increasing efficiency was identified, so that greater transparency could be created with regard to logistics cost drivers and warehouse space for large-volume products could be optimized.

The focus was on implementing these efficiency gains to improve the transparency of the cost structure and profitability of the e-commerce sector

New DIY consumer APP

Phase 1: Collect and validate
customer opinions and user data

Core activities:

- Hold “Customer Voice” days at several BAUHAUS specialist centers to gather information about customer needs through short interviews.
- Evaluate user data from the BAUHAUS online shop.
- Conduct a “vision workshop” in which the consumer app target image, three core “persona” types, and initial feature ideas were generated.

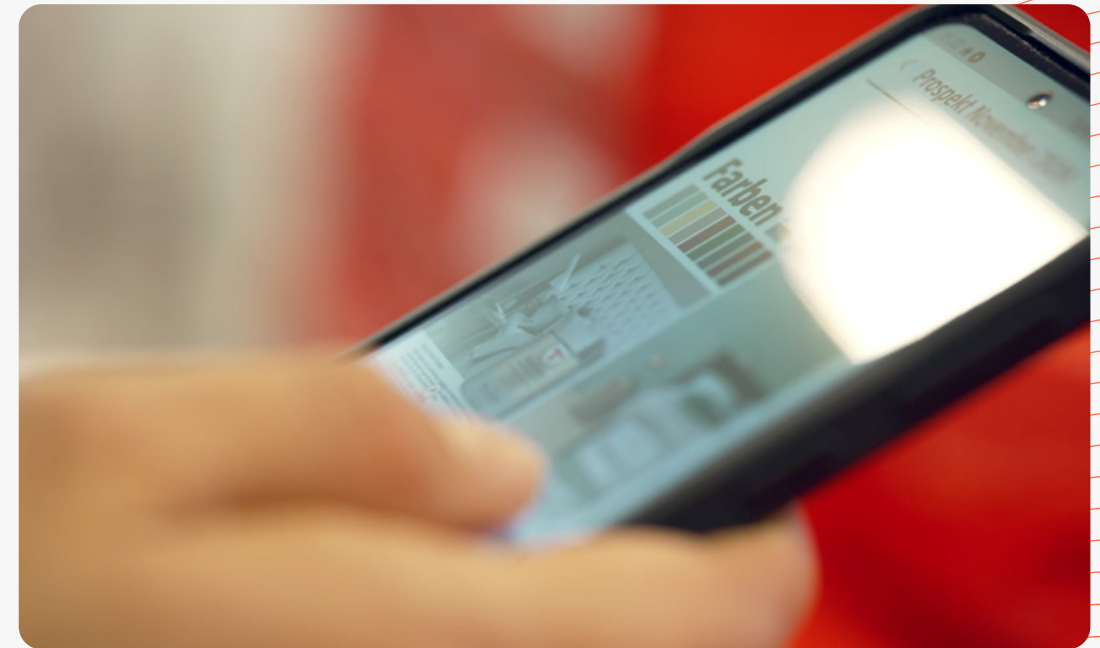
Results: Creation of data and knowledge base for the app design and the requirements specification, and the target image for app development with the core team.

Phase 2: Design sprints &
requirements specification

Core activities::

- Manage three design sprints with a core team and BAUHAUS customers.
- Develop, validate, and visualize features and innovations.
- Prioritize the ideas and create the requirements specification for the first development phase.

Results: Specified feature ideas validated with customers, and a feature backlog prioritized for development.



Johannes Wechsler

Chief Digital Officer,
BAUHAUS AG



“We now have over 400,000 active users on our consumer app every month, and we have managed to reduce our logistics costs significantly. We have achieved the goals we set for ourselves. That’s why we can call the cooperation with valantic a complete success. These two projects required very different approaches and skill profiles. What impressed me about valantic was their high level of methodological and technical expertise, the quality of the team, and their very results-oriented approach.”

Phase 3: Design and development preparation

Core activities:

- Support and expert sparring for the development of a comprehensive design system and the UI design screens for front-end development.
- Prepare the development environment and set up basic functions (by BAUHAUS).
- Start interface development and data preparation (BAUHAUS).

Results: A design system approved by BAUHAUS with detailed designs for the implementation of functions and structural components such as navigation, buttons, etc.

Phase 4: Implementation of MVP and testing

The implementation was carried out by the BAUHAUS development team – supported by valantic.

Phase 5: Go-live campaign

Core activities:

- Strategic planning and conducting of workshops about vision, target groups, and campaign planning, as well as creation of a value proposition canvas.
- Creative and technical implementation: Development of a comprehensive campaign concept including creative guiding ideas, visuals, and assets. Planning and creation of measures such as social media campaigns, print materials, and influencer collaborations.
- Roll-out and internal integration: Introduction of a silent launch with beta testers for optimization. Development of training materials and communications for employees, and implementation of a cross-media marketing strategy to reach all target groups.



Alexander Fetzner

Director Retail & Consumer
Business, valantic CEC
Deutschland GmbH



Results & business benefits

Customer app project

The customer-centric implementation concept, innovative features, rich content, combination of different channels, and strong link between the digital and brick-and-mortar worlds make the app a flagship project in German retail. The user and marketing figures clearly prove this.

User figures

In just nine months, the BAUHAUS app attracted more than 400,000 active users per month. Reviews in the app stores have improved continuously and are now up to 4.4 stars.

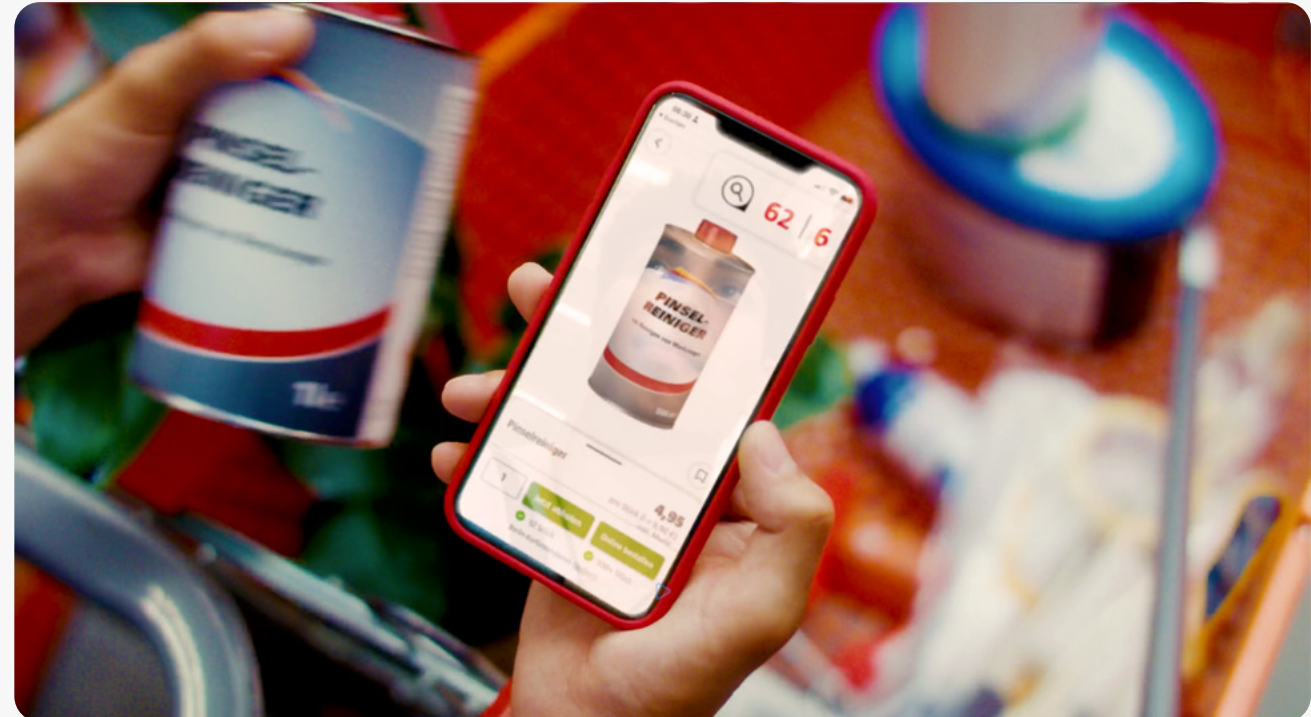
“During the intensive planning and development phase, it was particularly exciting to see how committed all relevant stakeholders at BAUHAUS were to the project. The app was developed collaboratively with the clear goal of inspiring customers with better service and securing their long-term loyalty to BAUHAUS.”

Business impact

App users interact more frequently with BAUHAUS than online shop users; they make larger purchases and demonstrate stronger brand loyalty. The app is increasingly becoming an essential sales channel, making a significant impact on revenue and customer loyalty.

Marketing success

The app rose as high as 12th place on the download charts for shopping apps – an impressive result for a DIY app. Success was due to a combination of digital marketing, POS promotions, brochures, TV, radio, and out-of-home advertising.





About BAUHAUS

With more than 290 specialist centers in 19 European countries, BAUHAUS is one of the leading companies in the DIY industry. Its extensive product range extends from building and garden supplies to tools and home accessories and includes a comprehensive and customer-oriented service portfolio. Around 28,000 dedicated specialists contribute to annual sales of around EUR 7.5 billion.



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About valantic

valantic is one of the fastest growing digital solutions, consulting, and software companies on the market. More than 500 blue chip clients rely on valantic, including 33 of 40 DAX companies and many leading international companies as well. With more than 4,000 specialized digitalization experts and net sales of approx. EUR 650 million in 2025(e), valantic is represented in 18 international locations around the globe.

More than 2,000 digitalization projects over the past five years have shown that valantic understands the business challenges of its customers. From strategy to tangible implementation, they have the necessary expertise to accompany projects from start to finish and make them successful. In this, valantic combines technological expertise with industry knowledge and the human touch.

valantic consults companies on all challenges of digital transformation, helps them to better manage their corporate performance and leverage the potential of data and artificial intelligence. In addition, valantic supports its customers in optimally shaping the customer experience, profitably using core digitalization technologies and optimizing company processes from end to end.