



'Customers like having a choice'

Excellent service with the plug-in!

ParfumWebshop.nl is the first online perfumery in the Netherlands. As high school students 17 years ago, co-founders Erik and Niels de Groot used to walk with a stack of parcels from the store in Nieuw-Vennep to the post office around the corner. Since then, their webshop has had a substantial growth spurt. And it is not just the volumes that have changed, customer expectations have also changed over time. Order today and ideally delivered yesterday! We spoke with Erik de Groot, who tells how the PostNL plug-in helped them grow.



Erik (31) and Niels de Groot (33) in the shop where their online adventure began 17 years ago.

More convenience for yourself and your customers

In short, a plug-in is a small software package that can add extra functions to your website. The PostNL plug-in allows you to easily link PostNL services to your webshop platform. For example, make it easy for your customers by letting them choose a delivery option and save time by automating your orders for shipment.

Customers want choice and control

A lot has changed in online shopping over the past two decades. Erik tells how they experienced that at ParfumWebshop.nl: 'We have really grown with the market. Customers expect to choose where and when their parcel will be delivered. Offering this service is super important for us. Additionally, we are also continuing to grow about 20-30% each year, so we must work efficiently to make good on our promises.' High customer expectations, offering top service and an efficient ordering process. According to Erik, the PostNL plug-in helps: 'Our website runs on Magento, and we use a PostNL plug-in for that. For example, we can offer evening delivery, pick up at a PostNL point and collection in Belgium. Customers also see a delivery time period in the check-out. We continuously monitor our reviews to stay on top of our customer satisfaction rating. What stands out is that we often see that fast delivery, the choice of delivery and the time period really add value for our customers. This plays an important role in how our customers review us. And we see that reflected in our customer satisfaction rating of 9.5.'

The plug-in as basis for order processing

The plug-in has been running for 6 years on ParfumWebshop.nl. Installation went smoothly, and afterwards Erik took the time to configure all the functionalities. Erik: 'The installation was simple. Next, we started the configuration. For example, you have the function that above a certain amount, you automatically send by registered mail. This allows us to send high-value parcels as registered by default. Via the plug-in, we also send automatic mails about track & trace. We receive a lot of feedback from our customers that they really appreciate being kept up to date on each step. We also print the shipping labels via the plug-in. There are many possibilities. We also looked closely at what the options were and how we wanted to configure them. A clear user guide was included as well. If we had questions about something, we were able to find it in the guide.'

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Bottom line: the plug-in has become the foundation of order processing at ParfumWebshop.nl. Even new employees are quickly trained since the system for packing slips and shipping labels works very intuitively.' Erik briefly summarises: Offering top service and high customer satisfaction is our number 1 priority. The reliability and the services of PostNL play a very important role here.'



About ParfumWebshop.nl

ParfumWebshop.nl is the first and longest existing online perfumery in the Netherlands. The physical Parfumerie Grandeur formed the basis 17 years ago. Owners Niels and Erik de Groot have taken over the now 50-year-old cosmetics company from their father and have expanded it into one of the leading online perfume stores of the Netherlands. Together with an enthusiastic team, they deliver name-brand scents, skincare products and makeup to customers throughout the Netherlands, Belgium and Germany. In 2018 and 2019, their webshop won the Shopping Awards in the category of Best Webshop for Personal Care.