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Ard Huisert, CMO Lamp en Licht

Case Study / lampenlicht.nl

Ten years ago, eCommerce company Lamp en Licht started as an add-on to the Jansen family business. Grandfather Jansen had a factory that made children’s lamps, and father Jansen owned a number of stores. But it was son Erik Jansen who made the transition to the web. During the first year, Erik shipped the parcels himself from the store’s attic.

Now, he has a pan-European business with ninety employees and four regional offices, an enterprise which operates in eleven different countries. From the very first year of this online adventure, Ingenico processed the online payments for Lamp en Licht, and thus played an important role in the company’s growth. Today, Lampenlicht.nl is market leader in online sales of lighting products in The Netherlands, and one of the major players in lighting across Europe. In addition to The Netherlands, Lampenlicht.nl operates webshops in Belgium, Germany, England, Ireland, France, Spain, Italy, Austria, Poland, and Sweden, all with a URL that means ‘lamp and light’ in the language of the respective country. The company also has three physical stores, in The Netherlands and Poland.

The store has a pure Dutch name, but the company wanted a brand with a European feel. While Lamp en Licht can be easily translated into Spanish or Polish, this doesn’t create a shared and consistent European brand in and of itself. So the company decided to use its Qazqa brand across Europe - originally a proprietary brand of fittings that the company developed and that has already been around for a number of years.

ALL PAYMENTS THROUGH A SINGLE PORTAL

Over the years, the company grew up with Ingenico. First as a small player, processing a modest number of payments per month, and now as a European player of scale and size. Ard Huisert, in his role as Chief Marketing Officer in charge of the company's marketing, is pleased with Ingenico's contribution. **"It is great that we are working with a single portal, which allows us to always provide the customer with the perfect payment method from within our own payment environment. Because we operate in eleven different countries, we deal with many different local payment methods. Thanks to Ingenico's platform, this isn't an issue. Incoming payments are easy to manage, and the procedures have become a lot tighter. We no longer have to wonder if a particular customer has paid, or if a refund is required. The platform is easy to work with and error-free, and most importantly: it allows us to serve our customers to the best of our ability."**



SECURITY AND STABILITY

Ingenico ePayments supports more than 150 different payment methods. **"We never encounter any exotic payment methods that don't yet work with Ingenico,"** says Huisert. With Ingenico's modular approach, Lamp en Licht can select only those products and payment methods that are relevant to the markets in which it operates.

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Since October 2016, Lamp en Licht uses Ingenico's full-service solution. A very welcome solution, according to Huisert. **"In previous years, we worked very differently. Employees from the accounting department used to have a bank card they could use to issue customer refunds. It kind of worked, but the system obviously wasn't waterproof. A modern company doesn't want to operate like that. The full-service solution removes a lot of problems, and adds security and stability."** Thanks to this solution, the company now only has a single financial flow that includes all payment methods and currencies.

For this, Lamp en Licht only needs one contract rather than several individual contracts for each payment method and associated acquirer. Ingenico's full-service solution also allows the company to issue refunds quickly and easily, even for payment methods that do not normally support this. All these features ensure that Lamp en Licht can manage its payment processes much quicker and more efficiently.

MAKING PAYMENTS WITHOUT HUMAN INTERVENTION

Huisert likes to illustrate how he envisions the future:

“We are going to integrate Ingenico with SAP. This means that over time, we will no longer need to put people in the back office. All payments will be made via APIs. That is not only faster and more secure, but we are also dealing with colleagues in different countries, and it’s nice to have as many standardized processes as possible. This also benefits our customers, because it enables us to be even more precise and work faster.”

Today, Lamp en Licht’s biggest challenge is managing the growth the company is experiencing. ***“We are growing fast, and we are ambitious,”*** says Huisert. ***“We have now taken marketing in-house. We used to outsource this to an agency, and they did a great job. But we’re a team of ten people***

who are surrounded by lamps day and night. And that gives you a different kind of energy.”

Ingenico also helps manage this growth. When it comes to mobile commerce, Lamp en Licht is not yet where it should be, according to Huisert. This needs to change in the coming years, and it will be a nice task for Ingenico to support new channels and services. This also applies to social media. ***“This development is still in progress. We have ambitious plans for WhatsApp and Facebook Messenger, for example, just like for our omnichannel approach.”***



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