

BRICO DIGITAL TRANSFORMATION

Scalability in CX is not about adding more tools or content.

It's about structuring information once, deploying it everywhere, and automating redundant processes



Bricco

BriccoPlanit

Initial situation



RETAIL COMPANY FIRST,
NOT DIGITAL NATIVE.
DIY DNA



150+ STORES
ACROSS BELGIUM IN
MULTIPLE FORMATS AND SIZES



PART OF MAXEDA DIY GROUP
OPERATING ACROSS THREE
BRANDS:
BRICO, BRICOPLANIT AND PRAXIS



ARCHITECTURE, SYSTEMS
AND TOOLS ARE NOT
TAILORED TO THE **DIGITAL**
WORLD AND ONLINE CX



DATA & DIGITAL ASSETS
BUILT ACROSS **MULTIPLE**
GENERATIONS OF SYSTEMS

Brico challenges and goals



UPDATE THE WEB AND APP PLATFORMS

to sustain market leadership



DRIVE CUSTOMER TRAFFIC

online and into
physical stores



DELIVER ONE SEAMLESS EXPERIENCE

across digital and retail
touchpoints



SCALE CUSTOMER EXPERIENCE

without scaling teams
and cost at the same pace

Before and after

 1100 categories in 2023	>	 3300 categories in 2026
 80k products in our online assortment	>	 300k products in our online assortment
 Product detail page views per day	>	 Double amount of Product detail page views per day
 Conversion rate	>	 + 20% conversion rate
 Yearly ecommerce revenue since 2022	>	 3x the yearly ecommerce revenue since 2022
 Number of workers in digital team	>	 No increase of workers in digital team
 Repetitive operations	>	 Reduce through optimisations & automations

Key strategic decisions



01

One central source of truth



02

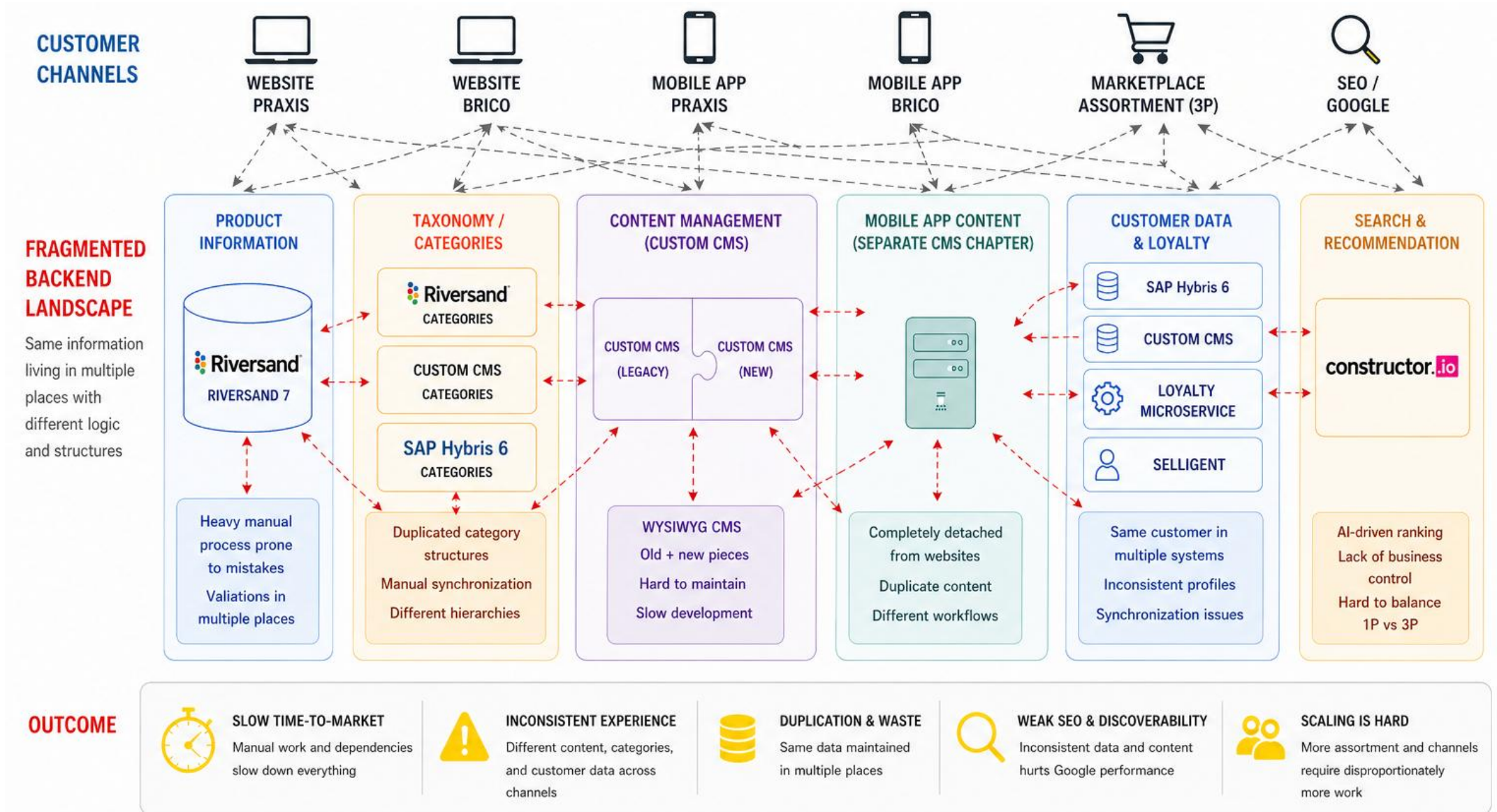
Scalability by structure, not by volume



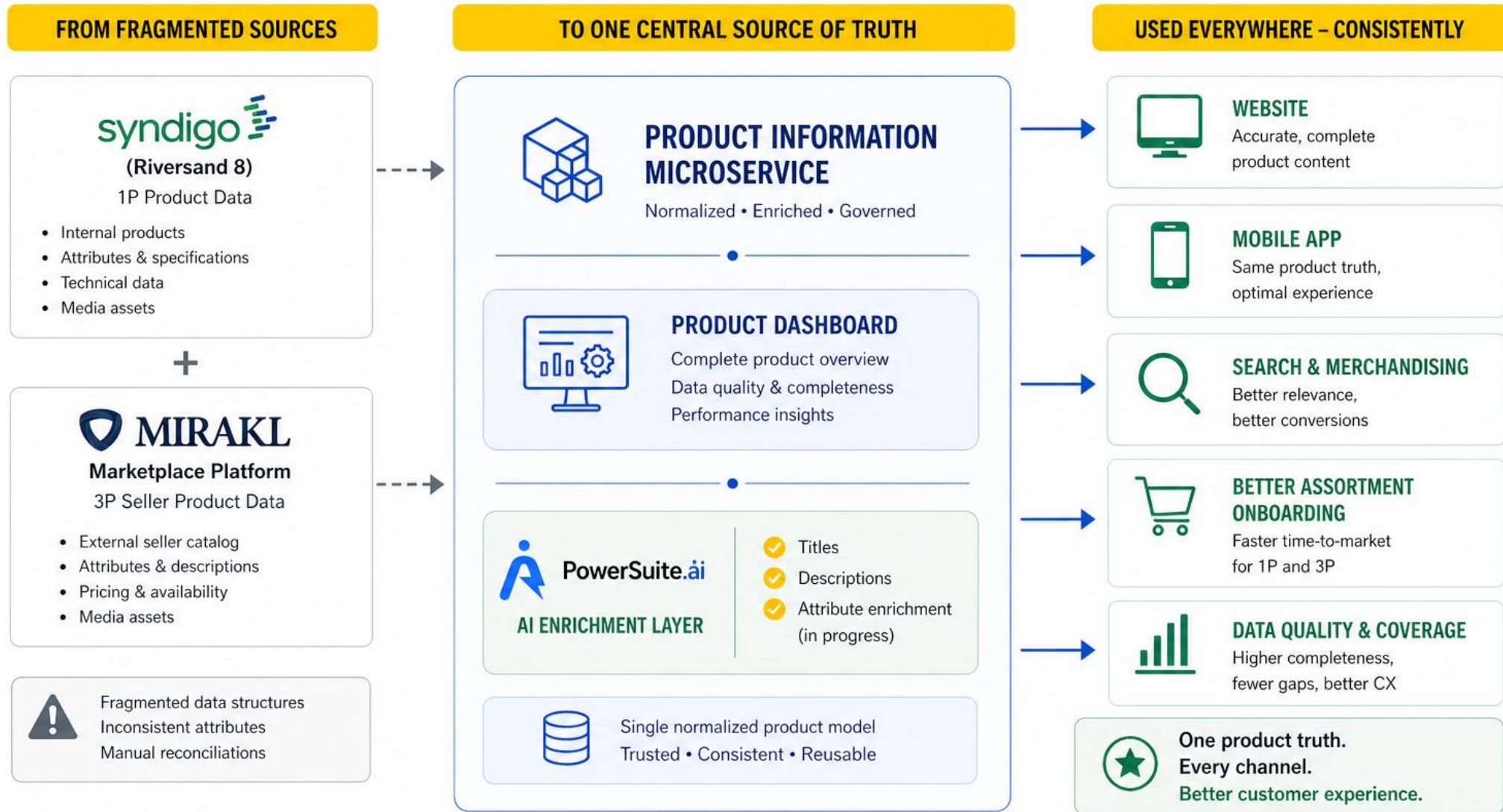
03

Scale for humans. Scale for AI.

Starting point

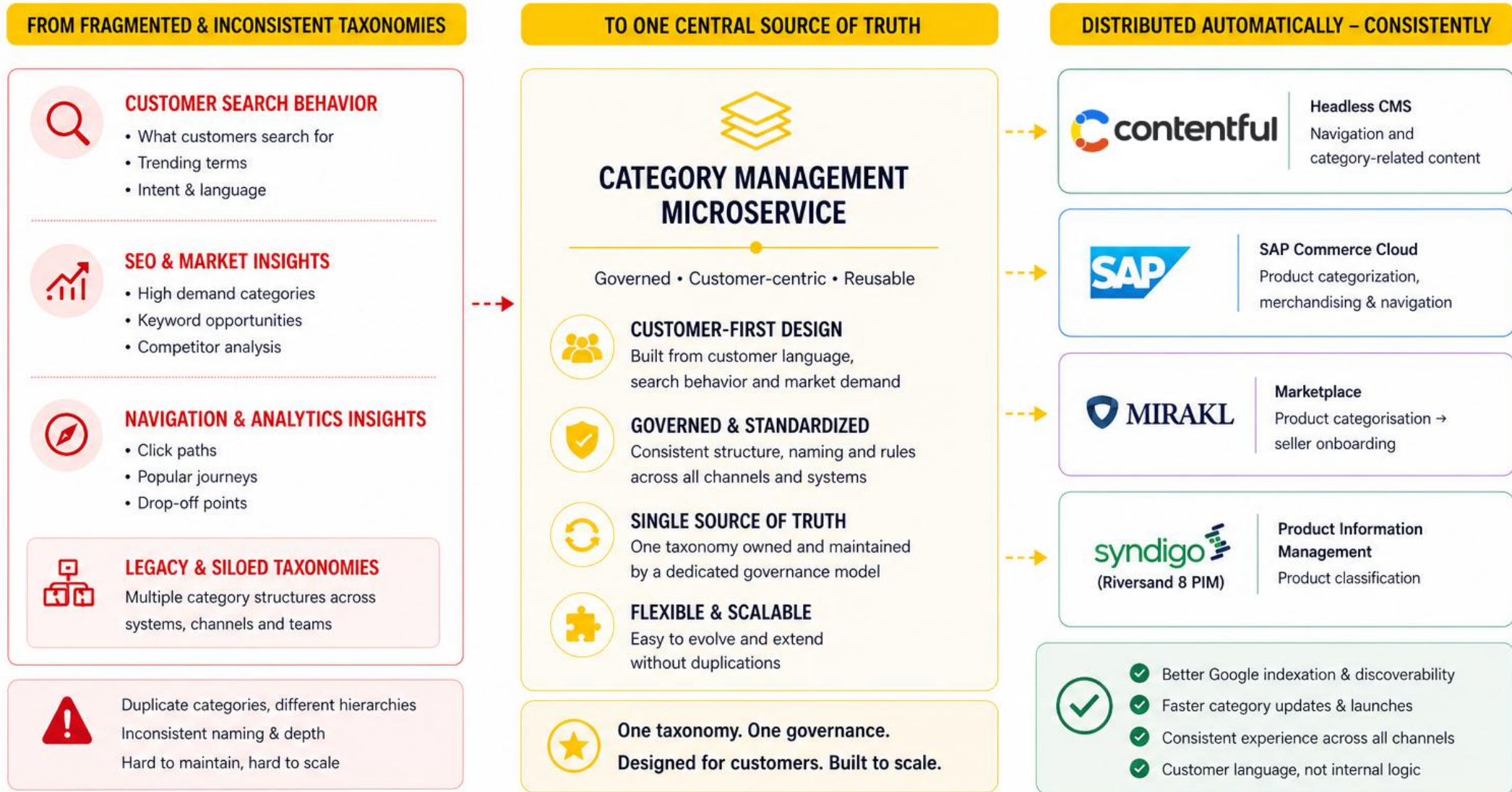


One central source of truth, product management



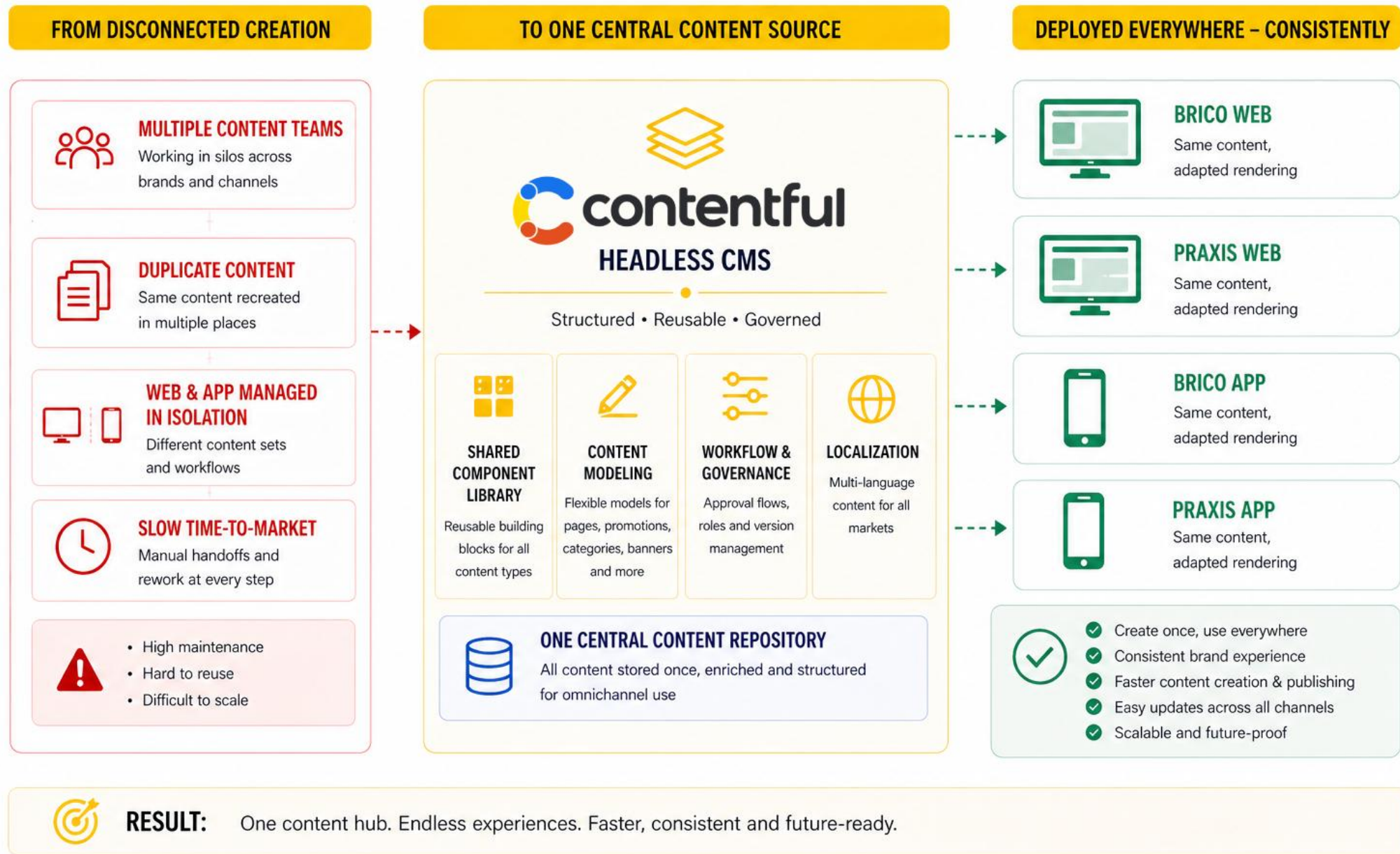
RESULT: Consistent product data, faster enrichment, better search & merchandising, scalable assortment growth.

One central source of truth, customer-centric taxonomy

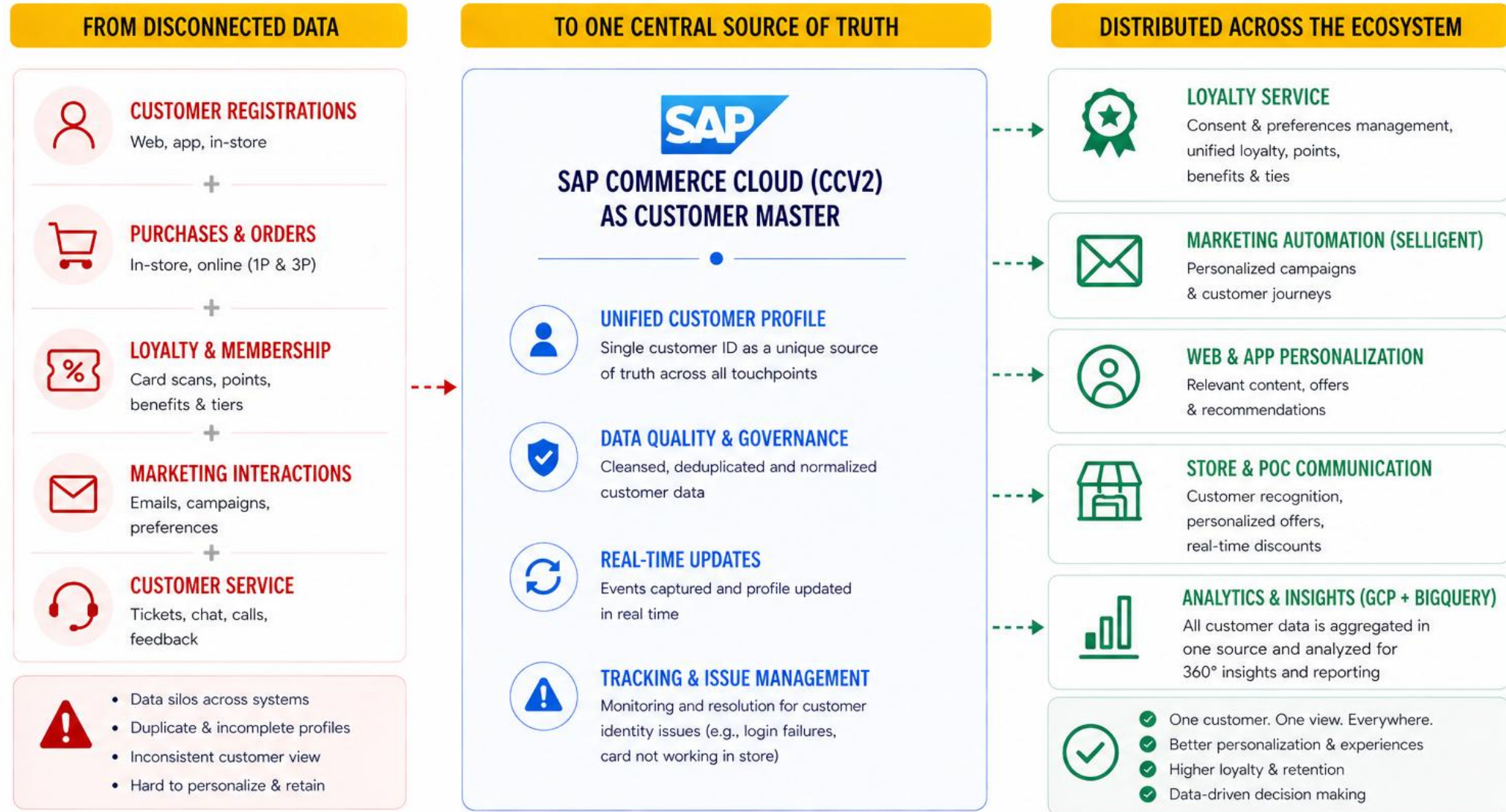


RESULT: A single, customer-centric taxonomy that improves discoverability, consistency and speed across every channel.

One central source of truth, content centralization



One central source of truth, customer data (ongoing)



RESULT:


A single, trusted customer identity powering seamless experiences across all channels.

The structural unlock

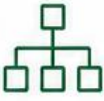



 **From fixing symptoms**
We stopped focusing on short-term symptoms (SEO, content, internal search).

 **To fixing the core**
We fixed the structure at the core.

 **This enabled**
three major transformations to run in parallel.


 **Result**
Making it possible to scale content, marketplace assortment, customer navigation, search, and SEO together – **without creating new complexity.**

One shared structural foundation

 Customer-centric taxonomy	 Reusable content model	 Normalized product data	 Shared logic for search, SEO & marketplace
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Three major transformations – running in parallel

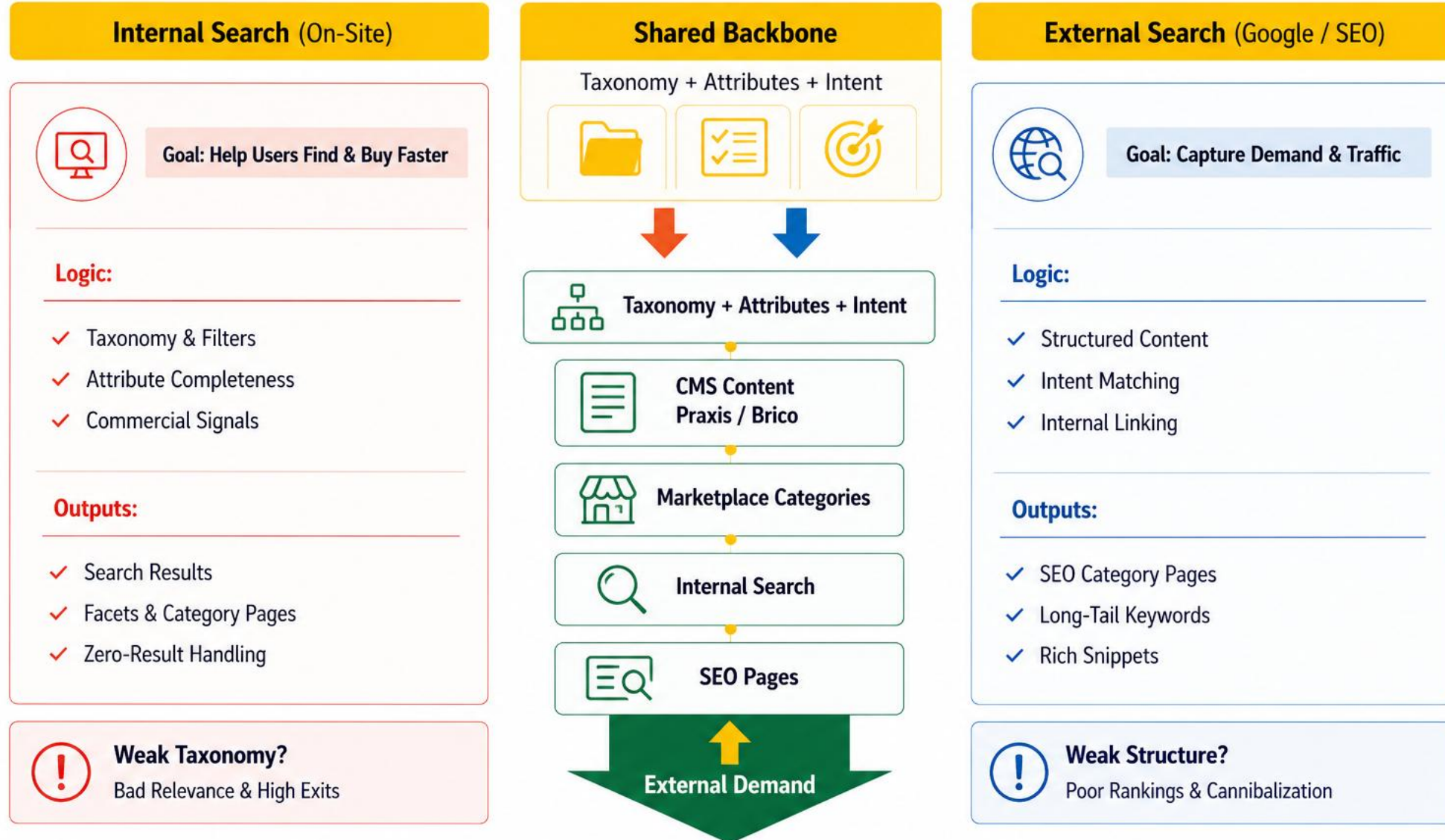
 Content Transformation Migrate, create, and scale content across multiple platforms with the new CMS.	 Marketplace Transformation Launch the first Belgian DIY Marketplace supported by a full taxonomy overhaul.	 Search & SEO Transformation Optimize the internal search engine and rebuild the SEO strategy on the same foundation.
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 **One foundation. Aligned initiatives.**

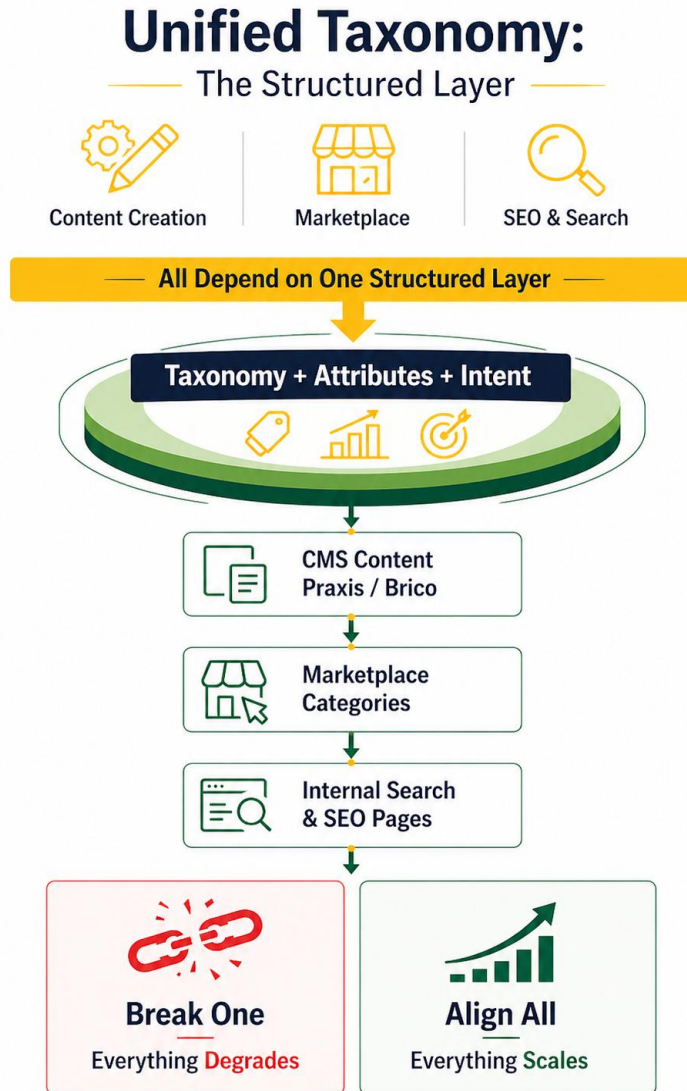
- ✓ Scalable content
- ✓ Scalable assortment
- ✓ Scalable experience
- ✓ Scalable growth

Internal vs external Search Engine logic

Same Foundation, Different Objectives



One opportunity to sync them all

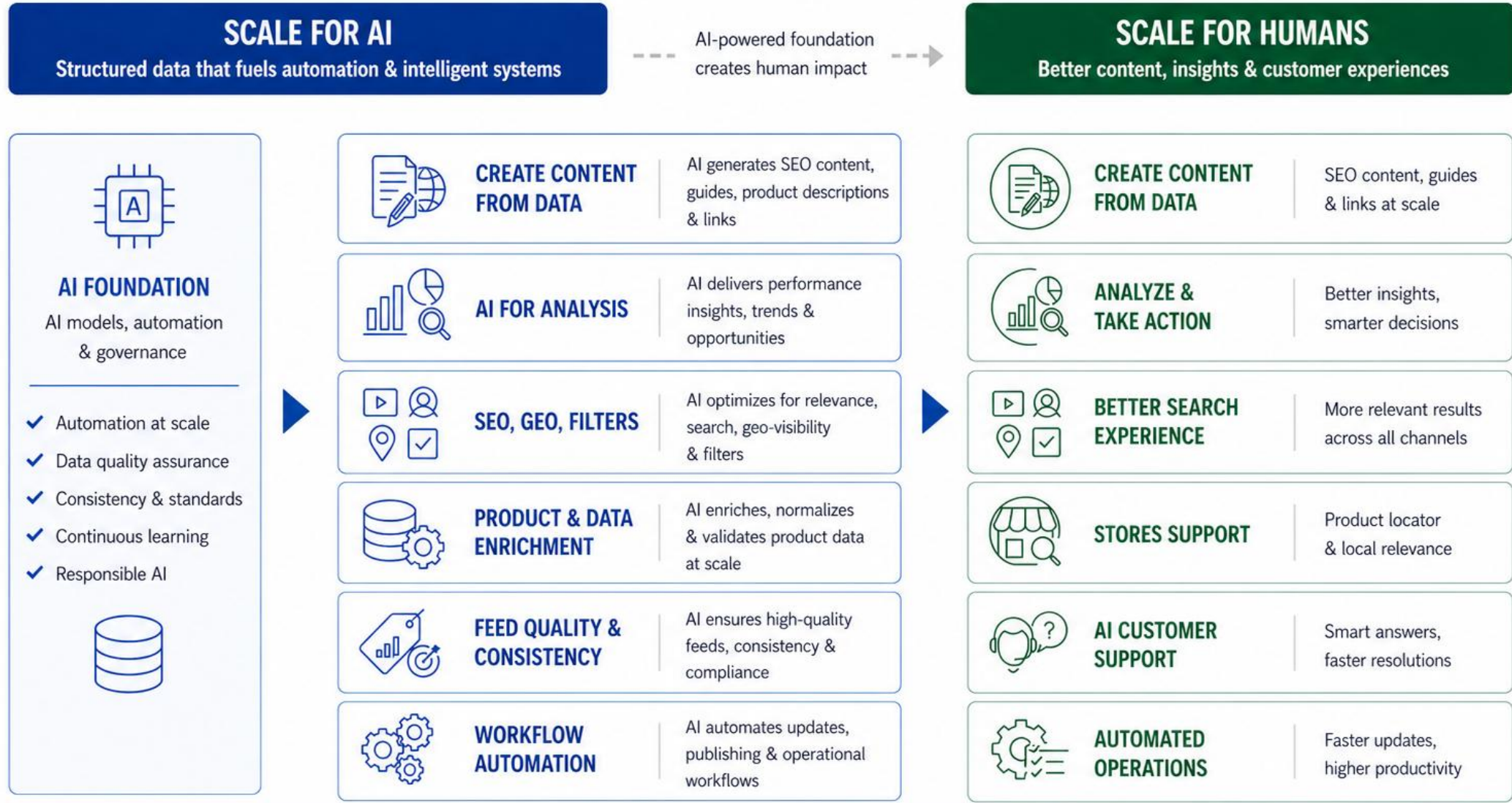


One taxonomy = less manual work everywhere.
One CMS = faster roll-outs across brands.
Search + SEO fed by the same logic.
Marketplace growth without UX/SEO debt.

Net effect:

- 👉 scalable content
- 👉 scalable assortment
- 👉 scalable traffic
- 👉 scalable conversion

Scale for AI to scale for humans



RESULT:

One structured layer powered by AI delivers scale for humans.

✓ Scalable content

✓ Scalable operations

✓ Better experiences

✓ AI-ready data

Next steps



Autonomous content lifecycle

AI-generated, AI-controlled and AI-updated content flows
creating faster execution with less manual effort.



AI-assisted content creation and deployment

Generate, enrich and publish content faster across all channels.



Automated content validation and update flows

AI checks quality, consistency and compliance and keeps content up to date.



Continuous quality control with less manual effort

Reduce repetitive work and focus on high-value content and strategy.



Contentful as the command center for AI-driven content operations

AI generation, validation, control and publishing — all orchestrated in Contentful.



Fully connected ecosystem

We continue to integrate processes that belong together and embed AI solutions to create more value across the entire customer experience.



Emailing and content orchestration

Integrated for consistent, targeted and timely communications.



Personalization powered by structured customer and product data

Deliver relevant experiences at scale across every touchpoint.



Indexed filters and intelligent navigation

Help customers find what they need, faster and more accurately.



AI agents as the next customer interaction layer

Intelligent agents powered by our content and data to assist, recommend and convert.



Questions?

Let's discuss scalable customer experience.

Brico BricoPlanit

