

# Pans just a click away

More and more traditional Swiss brands are turning to the Internet as a sales channel – Kuhn Rikon is no exception.



Kuhn Rikon could not ignore the online shopping trend, nor did it want to. The number one Swiss brand for cookware and kitchen aids has been offering its products online for some time, but online sales only truly took off after the introduction of PostFinance's e-payment solution with its variety of payment options.

Online or not online? For a brand-conscious company as steeped in tradition as Kuhn Rikon, deciding whether or not to use the online channel took some time, confirms head of marketing René ab Egg. "After all, our most important sales channel is and will remain specialist retailers". But today, when around 80 percent of Swiss people aged between 14 and 60 years old have access to the Internet, companies cannot afford to steer clear of online trading. "This is why we decided a number of years ago to also sell our products online." To begin with, Kuhn Rikon operated their online business without offering a selection of electronic payment options. According to ab Egg, this proved unsuccessful: "Our customers had to make advance payments in order to purchase our products. As such, it was unsurprising that there was not a lot of interest."

## Few payment options for customers

By introducing a comprehensive payment solution (Payment Service Providing solution, PSP), interest in the online channel increased sharply and Kuhn Rikon was satisfied: "Our expectations were met". The drop in costs was the most remarkable part. The company now pays a maximum of 38 centimes per transaction processed via the PSP channel. Payment processing is also lightning-fast and maximum security

is assured. What's more, there is no credit risk when using PostFinance payment methods in online shops.

## Opting for PostFinance

"The decision to use the PostFinance e-payment system has certainly proved to be the right one", confirms ab Egg. PostFinance's comprehensive package covers all our needs and has equalled or beaten the competition in every area." The key criteria in making this decision were the highest possible level of security for customers and the company alike, the credibility of the solution, and the wide range of payment options available, encompassing more than 80 payment methods.

"We wanted a simple, user-friendly system with transparent costs. The Europe-wide coverage of PostFinance's solution and the high acceptance level of the PostFinance Card are other advantages."

## Online shop brings in far more customers

Establishing an online shop has also proven its worth for companies like Kuhn Rikon, which have a keen understanding of their heritage:

"Online shops are becoming more and more popular as almost the entire Swiss population now has access to the Internet. For us, the website is a key information

channel, alongside the brand experience – this particularly applies to products that need a high level of explanation."

The introduction of e-payment has also demonstrated its advantages in financial terms. Revenues from Kuhn Rikon's web shop have developed very dynamically over the past few years. "Sales went through the roof from the very start, and even today, growth rates are still well into double figures", says ab Egg.

**To sum up:** *e-payment, or paying electronically at the click of a button, makes using an online channel an attractive, inexpensive and secure way of generating sales – both for young and well-established companies alike.*

## Benefits of e-payment

- › Security for customers and the company
- › Huge customer potential
- › User-friendliness
- › Faster, more secure incoming payments
- › Fully automatic payment processing
- › Minimization of missed payments
- › Use of the world's most common payment methods

## Kuhn Rikon

Founded in 1926 and based in Tösstal, Switzerland, Kuhn Rikon AG develops and manufactures high-quality cookware sold throughout the world. Their products are especially popular in China, Australia, Taiwan, Spain, the UK and the USA.

The family company employs an ever expanding workforce and also operates its own subsidiaries in the English, Spanish and US markets. The company is particularly proud of its independently designed products.