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University of Applied Sciences of Eastern Switzerland

Consulting Project International Market Research for A. Vogel Bioforce AG

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New solutions to convert homepage visitors to Consumers

The website of A. Vogel Bioforce AG annually receives 33 million international visits. Although the website has been successful in attracting a significant number of visitors, the company has issues achieving one of the most important goals of their website: increasing the purchase of products by website visitors.

Proceeding

To gain insight into the purchasing behavior and profiles of potential customers, as well as the website and product satisfaction, a market research was conducted in Switzerland, the Netherlands and Canada. In the end, a total of 2,566 respondents accessed the questionnaire through the website, newsletter, or Facebook page. Furthermore, five interviews were conducted with experts who have knowledge in customer conversion techniques, e-commerce and artificial intelligence technologies. The findings of the expert interviews were then combined with the results of the survey and the secondary research.

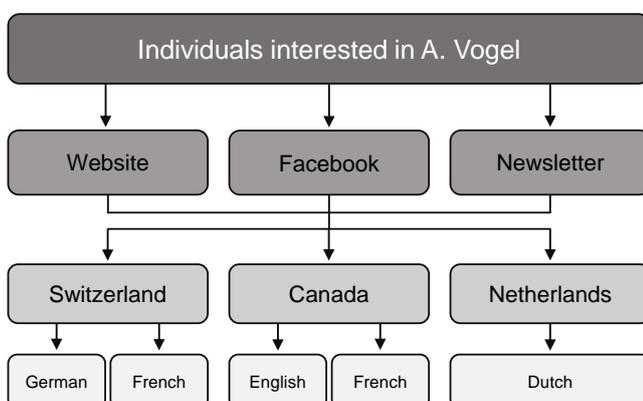
Results

Through the survey, valuable country specific insights could be gained and compared. Almost half of all the respondents belong to the age group of 60 years and older. Amongst others, respondents were asked about their purchasing behavior regarding medical products. While the Swiss perceive pharmacies/

drugstores and the Dutch the brand as being most influential on their buying decision, Canadians seem to be more price sensitive.

Based on all results, three recommendations were derived. One consists of an out-of-the-box concept using VR glasses to look at A. Vogel's gardens on the website. The second one gives advice on simplifying navigation on the website. Included improvements consist of optimizing the landing page, facilitating the decision path and implementing a sales configurator which allows potential customers to search for products by symptoms. The last recommendation was established to increase sales in Switzerland by enhancing relationships with pharmacists.

www.fhsg.ch/praxisprojekte



Target group of the quantitative research
 Source: own illustration

A. Vogel Bioforce AG, Roggwil

A. Vogel Bioforce AG was founded in 1963 by Alfred Vogel, a pioneer who campaigned for natural health. The company mainly sells and supplies plant-based medications and nutrition products to over 30 countries. Fresh plants are used to produce their medications which are mostly grown locally in Roggwil. Approximately 500 employees work for A. Vogel Bioforce AG worldwide.

Client

A. Vogel Bioforce AG, Roggwil TG

Dr. Andy Suter, Head of R&D

www.avogel.ch



As a strategic goal, our company wants not only to provide high quality products but also excellent health care information to our consumers. With this project we wanted to figure out how we can link the information we provide to possible buying intentions of consumers to have a fair win-win situation for both sides. This insight will help us to improve our efforts to attract consumers to our brand.

Coach

FHS St.Gallen

Dr. Stefan Ch. Ott



With expertise, high commitment and creative ideas, the team analysed the usage behaviour, satisfaction and needs of A. Vogel's website users.

Based on market research as well as current findings from science and practice, the project group was able to derive promising recommendations for improving the customers' online experience and for, finally, increasing the conversion rate for the company.