

Hanna Andersson × Klarna.
For Business

US

2023

Children's apparel



About merchant.

Hanna Andersson is a leading direct-to-consumer premium, sustainable children's apparel and lifestyle brand. Known for its iconic products, Hanna is committed to outfitting children from newborn to age 12 with happy designs, construction details built for comfort and play, offering as well an assortment of family apparel.

The challenge.

After the exit of their retail stores, Hanna Andersson wanted to bring retail loyal customers to their website while continuing to provide a highly personal experience to shoppers. They wanted to enhance the online experience with a virtual shopping option.

The solution.

Hanna Andersson implemented a higher-touch customer assistance solution to shoppers in a digital-first business.

As a part of Hanna Andersson's award-winning customer care Klarna Virtual Shopping was implemented to empower the Hanna Andersson customer care to chat, video call, and share personal product recommendations seamlessly with their valued customers.



“Virtual shopping has solved a void to where product and experience is brought to life through the use of pictures and video. It allows new customers (and existing) to engage with the brand on a more personal level with a team who listen’s to the customers’ needs and share’s their vast depth of the Hanna brand and key product differentiators and knowledge. They instill trust in the shopping experience, making it easy, fun and stress-free for all our Hanna families.”

– Angela Kourtoglou,
Sr. Director of Operations
Head of Customer Care

The impact.

Since implementing Klarna Virtual Shopping, Hanna Andersson has seen an 84% increase in chats claimed and a 45.2% chat-to-sale conversion.

The Hanna team ranks highest in Klarna Virtual Shopping conversion, driven by the Hanna Andersson premiere customer care, capture of live chats and the strong use of feature sharing.

The program has a 4.8-star rating to date, contributing to customer loyalty and an overall positive shopping experience.

+45%

Chat to sales
conversion rate

+10%

Chat conversion
YoY