

IKEA Creates a Better Everyday Life With Taskrabbit



The Challenge

Contrary to the assumption that IKEA's customers would rather assemble items themselves to save money, the company started to see more and more shoppers not only willing to pay for the service, but actively requesting it. By 2017, IKEA's approach to furniture assembly involved ad hoc solutions, primarily leveraging delivery drivers to assemble purchases.

1 How Taskrabbit Increased IKEA's Average Order Value

Once it started offering Taskrabbit assembly, IKEA was able to provide a seamless shopping experience and rely on a solution that could be scaled to existing and new markets.



“IKEA’s customers are savvy shoppers who favor affordable, high quality furniture. Their willingness to pay extra for assembly seemed at odds with their conscious budgeting. Turns out that their appreciation for saving time and enjoying Taskrabbit services was a natural progression.” *Selwyn Crittendon, CEO of IKEA Canada*

RESULTS

4.7x Increase

In IKEA Average Order Value With Assembly

36% Decrease

In Returns Of Most Frequently Returned Items

Highest Happy Customer Score

When Taskrabbit Services Were Used

A positive trend emerged: customers who opted for assembly had average basket sizes almost 5 times higher than customers who self-assembled.

Paul Gandara, Taskrabbit Director of Partnerships says, “Yes, services sell more but how much do they sell? It wasn’t until we integrated with new markets that we were able to finally answer the question. And it’s pretty impressive.”

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2 How Taskrabbit Assembly Reduced Return Rates

Another benefit Taskrabbit brought to IKEA was a decrease in their most returned items. Different from the provisional drivers who assembled items, Taskrabbit's track record speaks for itself. With 3.5+ million furniture assemblies performed since its inception, Taskrabbit introduced a new level of quality and accountability to the process.

According to Gandara, the Taskrabbit standard was a key differentiator: "The quality of work was important. As an independent contractor, the Tasker wants to make sure they are doing a good job to keep the customer satisfied."

3 How Taskrabbit Increased IKEA's Happy Customer Score

Once Taskrabbit took over the pain point of assembly, it gave customers time to focus on other things. Gandara points out how people's mindsets changed post pandemic, "Customers would say 'I can assemble it, but I'd rather spend my time on something else.'"

"The data shows that customers who add the Taskrabbit assembly service are adding two more items to their baskets every single time they get a service. Two additional items in the volume IKEA has globally is quite significant." Paul Gandara

"After the Taskrabbit partnership was established, the rate of most returned items decreased by 36%. It's impressive on its own, and taking IKEA's volume into consideration, it's even more impactful." Selwyn Crittendon

"We have a 99.7% customer satisfaction rating from IKEA customers who have gotten Taskrabbit assembly. 50% more customers booked assembly because it was prepaid. Taskrabbit eliminated the guessing on cost; the customer pays for it all at once at checkout. It removed a big barrier." Paul Gandara