

Advice and support through video calls for simplifying life at home

Clas Ohlson has launched a new service called Clas Video Assistance. Clas Ohlson's customers can now get advice and direct help via their mobile phones to make everyday life at home easier.

Clas Video Assistance is a service where customers can have direct contact with the specialists working in Clas Ohlson's own repair centres. This is a simple way to get advice and help through a video call in order to fix various technical problems.

“Problems can range from replacing an ink cartridge to repairing an upholstery cleaner. Through video we can guide and help customers in a unique way. Many problems can be solved remotely and by using a video call, customers do not need to visit a store if they don't want to,” says Per Dahler, Customer Service Manager at Clas Ohlson.

The repair centres are located at the Head Office in Insjön, Dalarna and have been a significant aspect of Clas Ohlson's operations since the 1960s. Over the years, many customers have been able to get help with repairing their products instead of buying new ones.

“We have the most advanced proprietary repair centres in the market today. It is quite unique that a customer can speak directly with the people who also repair Clas Ohlson's own products. We repair all our own products under our own brand names and the repair centres are an important aspect in how we can help our customers to live more sustainably,” says Per Dahler.

Club Clas members in Sweden, Norway and Finland can simply book a Clas video call online at clasohlson.com. All you need to participate in a call is a smartphone or a computer with a webcam.

For more information please contact:

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Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna. Today we are a retail company with customers in five markets, approximately 4,500 employees and annual sales of approximately 8.8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years: we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Read more about us and how we are passionate about simplifying life in every kind of home by visiting about.clasohlson.com.