



## Global automotive & industrial supplier

B2C-like experience for B2B customers. Commerce solution with global rollout in 30 countries and 17 languages

### Issue

- The client is a leading global supplier to the industrial (engine systems, transmission systems, electrified drive) and automotive (bearings, linear guidance, maintenance products, mechatronics) sectors.
- They identified a gap in their digital experience since the small clients were covered by dealers, the big clients by direct EDI connections, but the clients between still had to order via customer service.

### Solution

- The platform is providing a tailored experience and feature set for different roles on customer and client side - like engineers, purchasers or sales men.
- Focus is on guiding the customer to the right product, providing all necessary details for an informed purchase, making the transactional flow as smooth as possible and enabling the customer to follow the delivery of his order. Furthermore, customers are able to get a real-time inventory status, nearest distributor, order history and specific system configurations.

### Impact

- Sales excellence – convenient & efficient buying journey, enabling distributors and ultimately increasing the revenue.
- Engineering excellence – state-of-the-art tools to help engineers find the right product.
- Foster brand awareness and recall, provide engineering knowledge online and establish early customer loyalty.
- Eventually, the platform has been extended to serve not only OEM customers but also distributors and MRO customers.