

“E-Commerce is now seriously on the map of management.”

Isero boosts online growth with Intershop Commerce Solution



Success Story



About Isero

Isero is the most specialized hardware wholesaler and service provider for construction professionals and technical services in the Benelux region. They specialize in hinges and locks, tools, hardware and fasteners, work clothing and personal protection equipment. Back in 1826 Isero arose from cooperation between various companies, including Gerritse Ijzerwaren, Breur Ceintuurbaan, Van der Winkel, Pijnenburg Building and Industry, Scholte & de Vries-Estoppey, Gunters and Meuser and Freke Burglary Protection. In Isero the forces are literally bundled for customers to benefit from huge experience. Today Isero is a growing company with 62 branches and more than 800 service-oriented employees. Isero has more than 50,000 items in stock, while a range of 150,000 items is available via its established network.

www.isero.nl

62

BRANCHES

65,000

PRODUCTS ONLINE

176M

REVENUE

Isero in numbers

- Founded in 1826
- 800 employees
- More than 150,000 items

E-commerce solution

- Intershop Commerce Platform runs on Azure
- Integration with ERP system (Microsoft AX)
- Integration with PIM system (Akeneo)
- OCI Connections
- Customer portal
- Blue tooth laser scanner
- Mobile App

Until about five years ago, Isero had a web shop on outdated technology. For example, the site was not responsive and looked old-fashioned. By now, they have a fully-fledged e-commerce platform with which they serve the customer with more than just products. “It doesn’t matter where our customers enter or leave the customer journey, as long as they find what they need”, explains Suzanne Bussman-van Es Isero’s take on digitization. In the more than four years that Suzanne has been working for Isero, a lot has changed. She started as a marketing manager, e-commerce was added a short time later.

Isero is a technical hardware wholesaler with 62 branches throughout the Netherlands. The most important product groups are hinges and locks, fasteners, hardware, work clothing, personal protective equipment and tools. In addition, Isero has a peripheral range of service articles with which they focus on construction and technical services. Isero’s customers are construction companies, contractors and building-related companies such as carpenters, bricklayers and demolition companies. In addition, the B2B player provides technical services that carry out facility maintenance for utilities. Suzanne: “Isero is growing fast. In five years time we have grown from 37 to 62 branches. This growth goes hand in hand with a solid digital strategy, for the wide range of more than 65,000 products available online.”

Developments

Over the past five to ten years a lot has changed in the industry in which Isero operates. “The construction industry is planning projects better and better,” says Suzanne. “This is easier with new buildings compared to that of renovation work, where a lot of ad hoc work still happens. However, the better it is possible to plan, the easier it is to buy. Isero’s strength is that we have a large assortment in stock, which is directly available where it is needed. That is necessary in this industry. The weather can be bad, so for example an outdoor job is replaced by an indoor job. In that case, the customer quickly needs other material and they can always come to us for that. The same goes for tools and work clothing. If a machine breaks down, it has to be replaced as soon as possible.”

Digitization

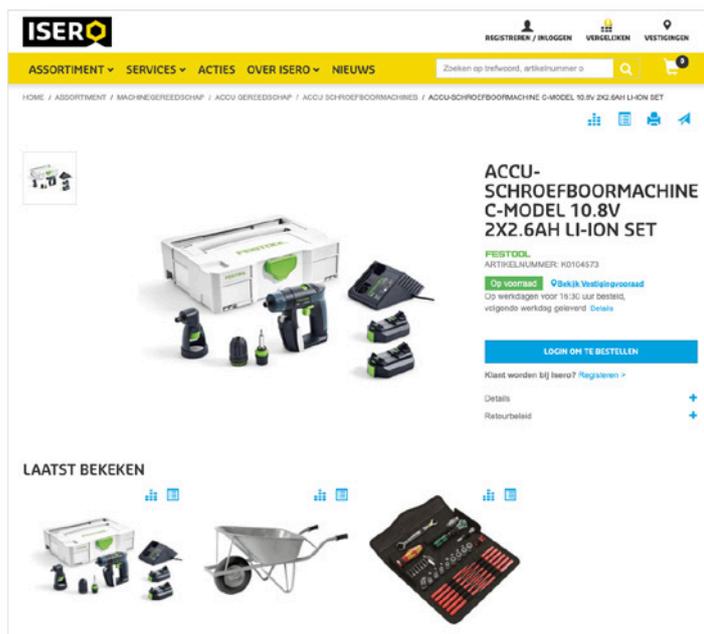
In addition to working more systematically, digitization plays a role in the sector. Suzanne continues: “Nowadays, everyone has a smartphone and can order online. Therefore, easy accessibility of the web shop is important. In ad-



dition, the customer can chat with us via the site and we use WhatsApp. It often happens that a customer sends us a photo of the needed product or a photo of the situation for which he is looking for a solution. These developments also require something from our employees. They no longer only need product knowledge, but also application knowledge. We are a wholesaler, but our specialism and service are becoming more and more important.”

Fully-fledged platform

Isero has grown considerably in recent years in the field of digitization and IT. Suzanne explains “We used to have a standalone web shop, now with Intershop we have a platform that is fully integrated with our IT structure. The Intershop platform is the core on which everything runs. It’s not just a web shop module, it’s really a website on which we share information about what Isero delivers in terms of materials and services. We are active with content marketing, e-letters, social media, QR codes and videos. This is how we spread our knowledge. Conversion on the site is not a goal in itself: it doesn’t matter where people enter or leave the customer journey, as long as they find what they need. The platform supports our services. In addition, we have the customer portal with which we offer all kinds of services to our customers. Here they can view their order history, they can view invoices, they can scan barcodes for



order lists and we can record in the portal, for example, up to what size orders can be placed by person A or B. The site, as well as the app that runs on the same platform, are increasingly becoming an extension of our services. In this way, we help the customer to order reliably and save time.”

Threats

Those who are active online also encounter threats in the market. “In order to view your prices with us, you need an account and you need to log in. If you look at Google Shopping, you can sometimes see very competitive prices online, often for specific parties in combination with separate accessories. However, we have an added value strategy. It is based on our knowledge and services in combination with a price that is in line with the market. We offer addi-

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SUZANNE BUSSMAN-VAN ES, MARKETING MANAGER AT ISERO

tional services in the area of tools, such as registering and inspecting those tools, and provide tool management with all the information in a cloud platform. We put together ready-made packages for customers, which is not possible with simple online shopping.

Customer-centric

Suzanne adds: “The customer is our focus. We used to think local customer intimacy was the most important thing. If the customer wanted something, we organized it at branch level. For two years now, we have been taking a much more conceptual approach based on a central ‘omni-channel’ idea. We deploy these concepts via the online platform. The result is that everyone – including the branches – is increasingly focused on added value services. Everything that is transactional and about ordering can run through the web shop. If the customer needs a specialist, that personal contact is important.”

Flexible and scalable

Isero chose the Intershop Commerce Platform. “This platform is scalable and has many possibilities. The most important thing is that you think carefully beforehand about what you want with your shop and how to set it up. A simple example: we have packaging units of 1 piece for certain products, but the price is per 100. If you don't think carefully about such details and their implications beforehand, you'll run into problems. During the process, insight was gained into the actual need for functions and features. We certainly have learned a lot on the way, but now we have a well skilled e-commerce team. We are working on the right way of optimizing search, product content and commercial content. We have analytics for each other and the development on the platform is also well secured. Initially, we mainly hired external expertise, but with the help of Intershop partner Wundermann Thompson Commerce, we are doing more and more ourselves. **What have we achieved? That e-commerce is seriously on the management's map! It has really become a channel in which investments are made, in terms of people, platform, data, PIM and IT structure”.**

100% digital DNA

As the commerce pioneer and market leader, Intershop has been setting standards in digital commerce software for over 25 years. We provide advice and support as companies digitally transform their relationships with their marketing, sales, and service personnel. Independent analysts regularly rank our B2B solutions and service portfolio as market-leading. More than 300 successful clients worldwide lend credence to their assessment. When choosing Intershop, we help boost your productivity at maximum value!

For more information on our solutions and services, visit **www.intershop.com**

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