

CWS

A convenient shopping experience for B2B customers

1.24

billion euros revenue
in 2020

11,000

employees in 15
countries

60+

locations in Germany



CHALLENGE

- Provide each B2B shopper with a role-specific selection of products, services, prices, and options
- Integrate a range of proprietary systems and services from third-party providers plus a centralized back-end processing tool for store users
- Provide sufficient scalability and performance for future growth and roll-out in multiple countries

SOLUTION

- Powerful, scalable Intershop Commerce Platform with individually tailored key account stores that provide customized content for each customer
- Extended B2B module for a convenient shopping experience
- Integration of IoT elements (e.g.: fill-level monitoring), ERP and CRM systems for efficient customer data management and optimal control of business processes
- High degree of customer-specific functionality combined with reliable, documented code and all relevant legacy data from the previous system

ABOUT CWS

The CWS Group is one of the leading international service providers of professional textile services and wash-room hygiene solutions. This includes the familiar CWS towel, soap and fragrance dispensers as well as dust control mats, workwear and protective clothing. All the services are offered in a flexible rental service.

www.cws.com

Initial position

With values based on durable products and tailored service, the Company aimed to merge these pillars into its operational processes. In initially providing a B2B online shop with products for sale that complement the rental portfolio, a first step was taken on the path of the Company's digital transformation. Soon, the online business needed to adapt more flexibly to new strategies of B2B commerce and missed opportunities to support business expansion.

Project priorities

The Intershop Commerce Platform is made to be tailored to the individual demands of each customer. Powerful synaptic ports offer a fast and effective addition of service modules coming from partners or in-house development projects. Johannes Duda, Manager Digital Sales Projects, reflects, "For CWS, the possibility to address each business consumer in her or his personal role with a dedicated range of products, services, prizes and quoting options, is crucial." Furthermore, a single sign-on to the shop and additional customer touchpoints, a deep-level integration of different proprietary and third-party systems and a centralized backend editing tool for shop users, were a requirement.

By this, the key to success was quickly declared: A fluid scalability should be the crux of the matter, and to not being tied by a rigid construction which is not able to transform along with the Company. Intershop's long-term implementation partner, diva-e managed to meet all of the requirements. The Intershop Commerce Platform was then configured to manage the various subsidiaries. Additionally, individually tailored key-account stores were implemented to pick up the designated customers' needs and demands, offering tailored content, which can be easily managed in the back-end. A direct integration of relevant systems, custom branding and a made-to-measure product, prize and services palette create the opportunity to put the individual customer first in a landscape of diverse needs, without showing its complexity in front of the users' screen.

To be able to strive forward in the digital transformation process, the implementation of ERP and CRM systems was mandatory. Via those interfaces, CWS is now able to automate the billing processes by offering an e-billing service. The high level of automation guarantees transparency, minimizes errors and offers fast and flexible scaling possibility.

Of course, the long-term customers should not be those who suffer from a change of the systems. Each of the implemented stores of the CWS customer portal must – at all times – be able to handle high order volumes and complex shipping, VAT and quoting processes. Therefore, a high amount of customized functionality in conjunction with a reliable, documented code and all relevant old data from the replaced system needed to be created by the technical consultants of diva-e. “It was a demanding task, but our consultants are in a very productive collaboration with the strategists at CWS, so we stayed in an agile and efficient relationship to fulfill all tasks in a strict time frame.”

IoT connectors

CWS doesn't stop at providing a tailored B2B portal. The Company has successfully transformed into a digital company by implementing IoT elements into its service offering. By leveraging data triggered by dispensers of soap or towels, the stock keeping and procurement processes can be optimized.

A transformation process never stops

To have a flexible customer portal with interfaces to a multitude of services is merely a tool for the digitalization process of CWS and its customers. Johannes Duda on the upcoming challenges: “A continuous process of innovation and improvement needs to be fueled by constant development. The teams of diva-e and CWS now work on enhancing the conversion rate.” Configurators for logos or to find the appropriate safety footwear are just two of many ideas. Modern forms of marketing, such as SEO, SEA and e-mail marketing still have room to evolve, and even more service portals need to be connected. In the big picture, during the last weeks, a global digital strategy has been conceived, and the e-commerce sector is just one of many fragments to lead this project to success.

“Digital commerce is a key driver of our strategic business growth. A complete re-launch of our existing web store was absolutely essential in order to maintain our competitive edge. We're extremely pleased with the new Intershop platform, both from a technological and a commercial perspective. Our B2B customers now benefit from a cutting-edge store and a more convenient shopping experience.”

Alexander Krames, Team Lead E-Commerce at CWS International

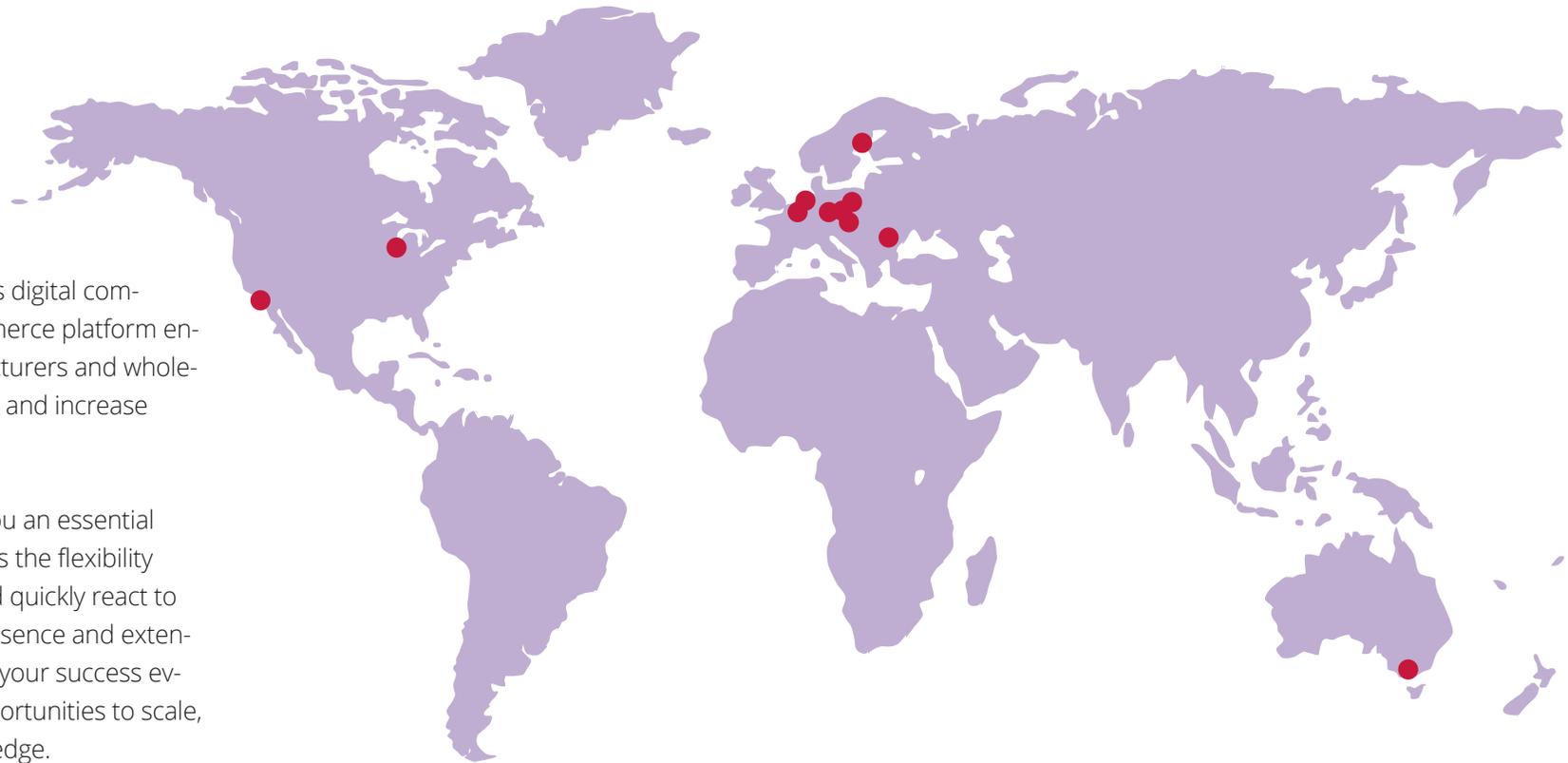
ABOUT INTERSHOP

Always nearby

Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at www.intershop.com.

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