



Dealer portal for multiple brands

2,500

retailers

95

million euros turnover
in 2018

90%

of all orders placed via
online portal



CHALLENGE

- Replace the previous ordering system by an online portal for better collaboration with the dealer network
- Implement a scalable and manageable solution for Kruitbosch's various brands and portals
- Realize an excellent user experience for more customer satisfaction as well as increasing sales and margins

SOLUTION

- Highly scalable Intershop Commerce Platform with extensive B2B and B2C features
- Seamless integration with Kruitbosch's ERP system
- Mapping of the entire customer journey with individual product recommendations for each supplier

ABOUT KRUITBOSCH

Kruitbosch has transformed from a wholesaler of bicycles and accessories into a retail partner for specialty bicycle retailers. The company also owns bicycle brands Cortina, which sells city bikes and e-bikes, and Alpina, a brand of kids' bikes. With every activity, Kruitbosch puts the customer in the center of attention. And the passion for bikes is what unites everyone within the company.

www.kruitbosch.nl/en

Ever since the formation in 1955, Kruitbosch has been evolving continuously. In the first few years, the company had a strong local presence as a wholesaler of bicycles and accessories. Eventually, it evolved into an international chain with a partner network that consists of over 2,500 dealers. It reaches the end customer through offline and online specialty bicycle shops. "We believe in a strong collaboration with the dealer, so it's a well-considered choice not to sell directly to the consumer", Jolien Mars, Program Manager E-Commerce at Kruitbosch, says.

Sales of e-bikes have doubled

This approach seems to work, as Kruitbosch is now market leader with their kids' bikes and it has become an important player of e-bikes and city bikes. The family business from Zwolle is even the industry's fastest growing company when it comes to the sales of electronic bicycles. "We have ambitious goals for e-bikes in 2020. Sales of e-bikes have doubled last year and we intend to continue this trend, which is expected to go on like this for a while."

And it's not only the bikes that perform well: about half of the company's revenue, which added up to 95 million euros in 2018, is generated by the sales of accessories and bike parts. These 23,000 SKUs are sold exclusively through bike dealers. The same applies to online sales, which always take place through third parties. "Cortina's and Alpina's B2C websites are solely for branding, value-added in-

"With the new portal, we are absolutely future-proof and can concentrate again on increasing our market share."

Jolien Mars, Program Manager E-Commerce at Kruitbosch

formation and inspiration. Through these websites, consumers are referred to a nearby dealer for the actual purchase, service and aftersales."

Realizing an innovative dealer portal

To get more out of the various sales channels, Kruitbosch wanted to replace its former ordering system with an online and real-time two-way communication system. "Our customers were happy with the software that was running locally on Windows computers: it was always available, super-fast and it could be operated absolutely intuitively. It had become a standard in the market, but we wanted to keep up with the times."

The challenge was to maintain the speed and simplicity, while at the same time turning a pure order solution into an online collaboration tool with the dealers. At the beginning of 2018, the new Kruitbosch portal was launched, after which it was rolled out to customers in smaller waves.

At the end of that year, almost 90% of all orders went through this new portal. “This percentage was achieved without forcing customers, they were allowed to choose whether they wanted to use the old solution or the new portal. And they opted en masse for the new Kruitbosch portal.”

Perfect user experience boosts customer satisfaction

Digital commerce agency De Nieuwe Zaak developed a new front end based on React, which has kept the speed up to standard. During the assignment, there was plenty of communication with the dealers. “In the existing application there was a lot of relevant information in one screen. Everything around the catalog, whether it was a bike or a part, was available immediately.”

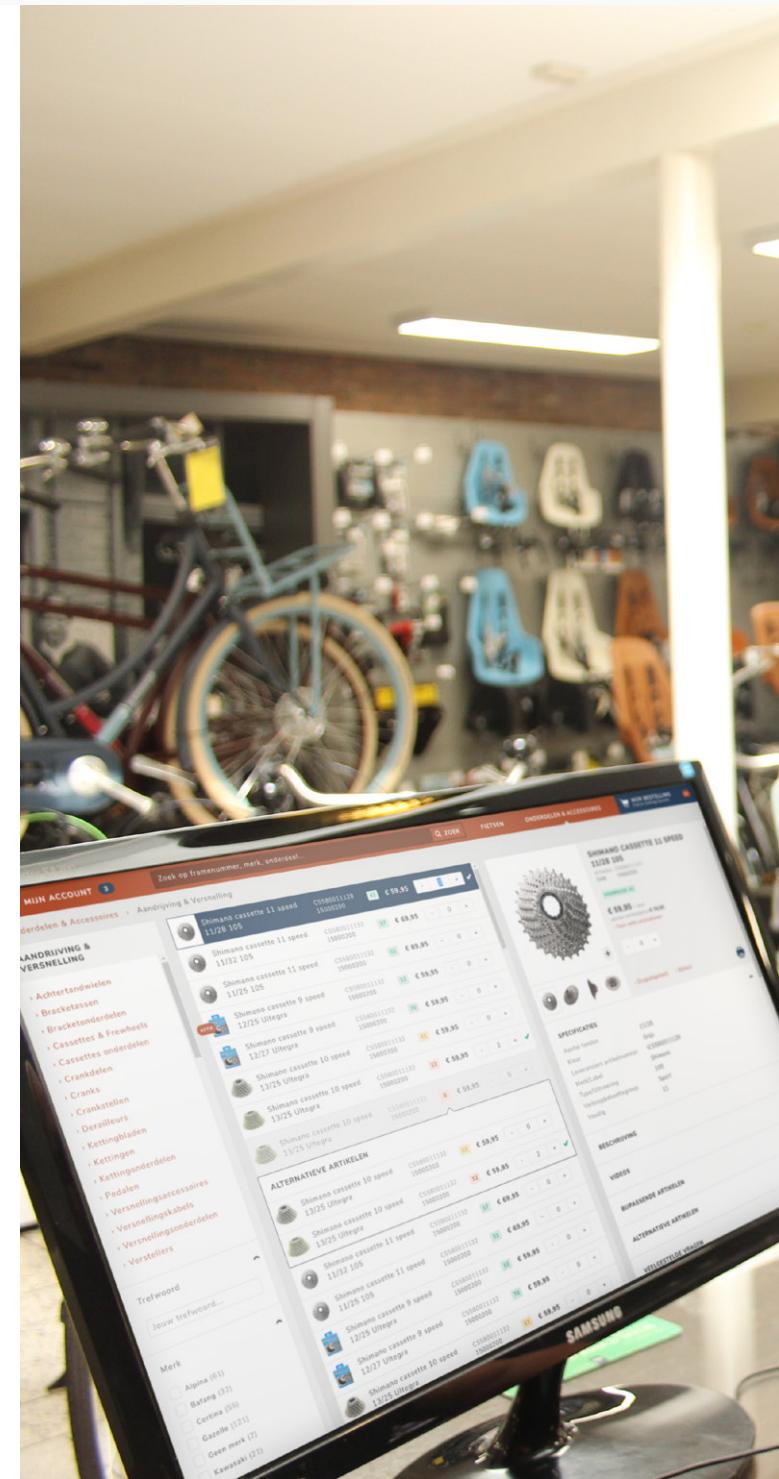
Because this can't be compared to a standard online shop, Kruitbosch and De Nieuwe Zaak spent a lot of time creating the ultimate dashboard and the desired user experience. Both aspects have been tested extensively and then converted into the aforementioned React front end. These steps ensured that the dealers were on board with the new online environment. “With the new commerce solution, we have mapped out the entire customer journey, so we can offer each vendor personalized suggestions”, Jolien explains.

Another important feature for dealers is the possibility to follow each bike's bill of material. If a bicycle is at a dealer's place for maintenance or repair, the dealer can just scan the frame number or enter it in the portal. “This allows him or her to view the parts of the bike and order them immediately. If a part is no longer available after a few years, an alternative is shown. This results in both customer satisfaction and increasing sales and margins.”

„De Nieuwe Zaak advised us to choose Intershop.“

A number of things were essential when the new portal was being realized. To start with, Kruitbosch wanted a scalable and manageable solution for its various brands and portals. In collaboration with De Nieuwe Zaak, the company went with the Intershop Commerce Platform, which offers both extensive B2B functionalities and the desired B2C features. “The platform is scalable and fully integrated with our ERP system”, Jolie adds.

In addition to passing on the orders, the new system also offers additional opportunities to inform and inspire deals, which of course also benefits sales. And where dealers previously had to call Kruitbosch when they wanted to change their individual delivery time or opening hours, they now can take care of this themselves. “With the new portal, we are completely future-proof and we can focus again on increasing our market share.”



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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