

martin&servera

À la carte — B2B commerce

70%

share of online revenues in total revenues

2018

launch of new e-commerce platform

13

sales offices

**CHALLENGE**

- Create a comfortable and fast customer experience, which is offered by the simple order on an online platform
- New website offering an authentic B2C-like shopping experience and powerful functionalities for the specific requirements of B2B businesses
- Products specifically tailored to the customer through the personalization of product content

SOLUTION

- Intershop Commerce Platform with extensive personalization functionalities for delivering relevant content tailored to customer needs
- Easy integration into the existing IT landscape and powerful B2B functionalities out-of-the-box
- Realization of an innovative, B2C-like shopping experience
- Voice commerce: voice-controlled ordering of food and catering products via Google Assistant

ABOUT MARTIN & SERVERA

Martin & Servera is a Swedish, family-owned group of companies. The companies in the Group deliver beverages, fresh produce, foodstuffs, equipment and services to restaurants, cafés, bars and canteens across Sweden every day.

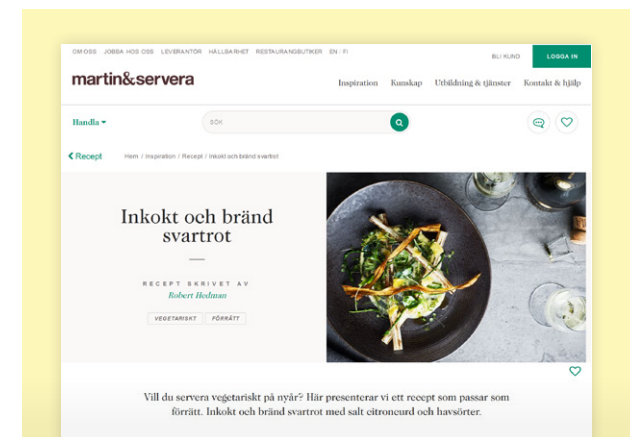
www.martinservera.se

The Martin & Servera Group is a leading B2B in food, beverages and equipment in Sweden which consists of the parent company, Martin & Servera, and several subsidiaries like Fällmans Kött, Grön-sakshallen Sorunda, and Martin & Servera Restaurangbutiker. Every day, farmers and producers bring their products to the Martin & Servera warehouses, which then can be delivered to a broad range of businesses in the food market like restaurants, caterers, cafés, bars and more.

Martin & Servera has been using a B2B portal for their clients to order their preferred products for a long time. “We are continually improving this channel to keep up with new demands,” says Kristina Ossmark, Marketing Director at Martin & Servera. “E-commerce these days accounts for 70% of our business, which is why we regularly update our B2B channel. Our latest launch in January 2018, was a new e-commerce solution, the Intershop Commerce Platform. This platform easily integrates into our IT landscape and offers many B2B omnichannel commerce features. It benefits us in other ways, too. One of the most important is that our new site now offers a true B2C-like shopping experience, which is a must-have for B2B retailers, as online shopping has been institutionalized in a large part of our society. It works at everyone’s ease and even enables us to implement all of our web content on the platform as well.” Working on such innovative solutions, Martin & Servera achieved a position in the list of top ten web shops in Sweden, the only B2B web shop to feature.

Improve the customer experience

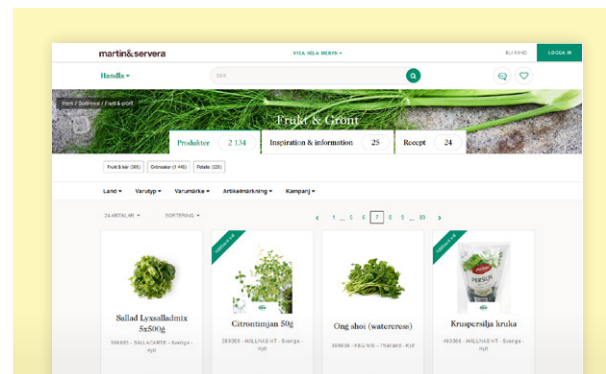
“The way our customers feel about us is very important,” Ossmark says. “We chose a platform that has a very B2C vibe because people are used to buying from these kind of web shops. Therefore, a lot of learnings can be taken from B2C businesses. We teach our customers to order online and we see that this works in two ways. First, there is a continuing growth of about 10% per year on our e-commerce platform and second, the role of our sales staff has changed over time. They mainly used to take orders by phone. Now they are working with their expertise on maintaining and extending relationships, which are extremely important in the B2B market.” Being able to easily order on an online platform offers a convenient and faster customer experience, too, as customers can buy at any time that suits them.



Martin & Servera assessed the value of their platform well. "It is important to keep on innovating to develop a better service and platform," says Ossmark. "That is why we organize lunch sessions and tests with selected clients. We want to know what is on their mind and what they think of some changes we might implement. This way, we can learn and better understand why and how they use our platform. They tell us about the hassles they might experience during their customer journey or when visiting the web shop. We use these learnings to further improve our online services. It might be small changes, like the replacement of a button, or bigger amendments, like the impact on our use of personalized communication which we recently started. The latter being something that becomes more important than ever, especially as our range of clients differs this much," Ossmark explains.

Personalized experience for shoppers

There can be numerous changes on a web shop to make the shopping experience for a B2B customer to become even better. A highly appreciated feature is the offering of relevant products. "We have started to personalize product content for our customers. The Intershop platform allows us to show different pages, with relevant content tailored to their needs. This way, a pizzeria that orders once a week sees different products, with different prices, than a restaurant owner who has 40 restaurants and orders on a daily basis. For our qualified B2B customers, with their own specific questions and demands, this is a very important feature. As we can present this now in a very B2C-like way, we can serve our clients much better," says Ossmark.



A prominent market leader

The Swedish market is far from saturated for Martin & Servera. "Right now, we service Sweden and a small part of Finland and we are by far the biggest wholesaler in the Swedish restaurant industry. We have an extensive knowledge about the market, have our own warehouses and logistic services that enable us to provide an outstanding service for our customers. We can deliver our products fresh and cold. Our future will focus on optimizing our services even more, both online and in logistics and other departments. With our new B2B platform and the plans we have to improve our business, we are working on a strong, sustainable model for the future," concludes Ossmark.

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Kristina Ossmark, Marketing Director at Martin & Servera

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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