



# Happy customers fuel business growth

200

dedicated employees boost customer satisfaction.

50%

of total sales are to be generated online in the future.

+25%

increase in average basket value in the first pilot phase.



## CHALLENGE

- Increase customer satisfaction and loyalty significantly
- Boost online sales and profitability through up- and cross selling
- Use data to optimize the product and service portfolio
- Increase internal efficiencies with time-saving, transparent digital B2B sales, service and logistics processes

## SOLUTION

- Modern, future-proof digital B2B sales channel based on the Intershop Commerce Platform and operated in the highly secure Microsoft Azure Cloud
- Powerful B2B features, e.g. for mapping highly complex approval workflows and customer-specific tiered pricing
- Integrated PIM system for an efficient management of extensive product information
- Convenient ordering functions and a wide range of options for profitable up- and cross-selling

## ABOUT PAREDES

For more than five decades, the Paredes Group has been developing, producing and distributing innovative products and solutions for professional hygiene and safety. With a turnover of 220 million euros in 2020, Paredes is the second largest company in its sector in France. In order to respond in the best possible way to the changing challenges of its customers, the Paredes commercial teams are divided into four areas of expertise. This enables the 200 dedicated experts to understand customers' needs precisely and offer them perfectly tailored solutions. With its new digital sales and service portal, Paredes strengthens its superior customer service and further enhances the customer experience.

[www.paredes.fr](http://www.paredes.fr)

## Back on track for growth and competitiveness

When Francois Thuilleur took over the management of Paredes in 2017, he wanted to put the group back on track for growth and increase its competitiveness. Success factors for his ambitious plan were the partnership with Microsoft and the implementation of the powerful Intershop Commerce Platform.

Emilie Caplat, Director Customer Support and Digital Transformation, explains: "We wanted to bring Paredes' innovative strength back into focus. The digitalization challenge provided a suitable playground here. We revolutionized customer interaction by exploiting the full potential of digitalization."

## The ambition: establish leading digital sales channel

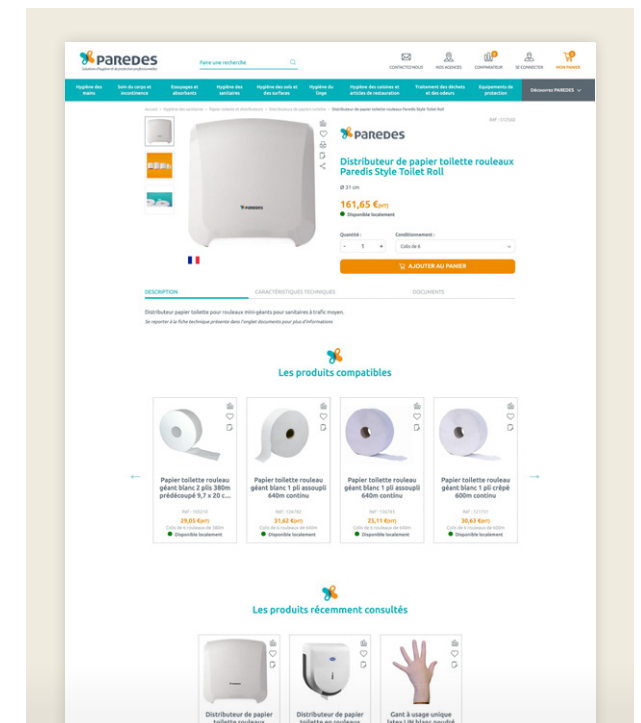
The first step in this repositioning was the realization of a new digital sales channel: "We were looking for an e-commerce solution with a rich-set of powerful B2B features that could, for example, map highly complex pricing and approval workflows. Microsoft was a great support in choosing and implementing the Intershop Commerce Platform," explains Emilie Caplat.

The new Intershop-based online shop meets all the requirements of B2B business, and even complex price tiering for different customers can be mapped perfectly. Another advantage is that the Intershop solution has its own Product Information Manage-

ment (PIM) system, which enables Paredes to efficiently manage extensive product information.

## The result: satisfied customers and increased sales

With the Intershop Commerce Platform, Paredes can keep its promise of complete and timely delivery ("OTIF": on time in full). Customers now have the option to check the availability of products and order primarily those that are immediately available. This ensures more efficient logistics processes as well as significant time savings on the customer side.



“On average, we deliver one day faster. With the Intershop solution, we can monitor our inventory better and manage deliveries more easily. All this strengthens customer satisfaction,” says Emilie Caplat.

And that’s not the end of the story. By switching the product catalog and the company website to Intershop, customers now have a better overview of the entire Paredes portfolio. They discover new product families and make more purchases. “The digital channel opens up new up-selling and cross-selling potential for us. The average shopping cart has increased by 25% among our pilot customers,” says a delighted Emilie Caplat.

### Positive feedback – both internally and externally

The change is also noticeable within the Group: “The internal feedback on the implementation of the online shop has been overwhelmingly positive. Our employees have become very comfortable with this solution and use the commerce platform, for example, to check the availability of stock or to improve communication with customers. The sales staff in particular have found that the Intershop solution makes B2B buying much easier and is, therefore, well received by customers.”

With all employees benefiting from the new Intershop solution, Paredes is confident about its digital future: “The adoption of the new digital sales chan-

nel and its positive results open doors for future digitalization initiatives. The implementation of the Intershop solution has enabled us to reduce the workload of our teams and it saves time, especially in managing our product cycles. On a day-to-day basis, they now work together more efficiently,” says Emilie Caplat.

Another positive aspect is that the analysis of gathered customer data enables Paredes to run personalized marketing campaigns. In addition, customers and sales staff benefit from more efficient processes and increased transparency with regard to product information, prices and stock availability.

### Next milestones to strengthen the online business

The Group intends to further strengthen its online business. In the near future, Paredes plans to integrate Intershop’s PunchOut2Go feature into its existing system. This enables buyers to access Paredes’ catalog from within their organization’s e-procurement system in order to shop products at contracted prices. As a result, Paredes can address even larger customer groups (especially those having an own e-procurement solution in place) and secure additional market share.

“Together with Microsoft, we are further developing the functionalities of the digital customer portal, which will become the central hub for all our digital (self-)services. In the long term, our goal is to gen-

erate 50% of our sales via the Intershop Commerce Platform and thus become the leading online shop for hygiene products and solutions in France,” enthuses Emilie Caplat.



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**Emilie Caplat, Director Customer Support and Digital Transformation, Paredes**

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](http://www.intershop.com).



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