



# Customer focus **across** all channels

200

million euros revenue  
per year

1926

year founded

16

subsidiaries



## CHALLENGE

- Thrive digital transformation within the construction industry
- Launch a modern B2B sales channel for greater customer satisfaction and efficiency
- Flexibly map the complex business processes of construction companies
- Offer a seamless buying journey across all channels

## SOLUTION

- Modern B2B online shop based on the powerful Intershop Commerce Platform with extensive B2B standard features
- Increased customer satisfaction thanks to omnichannel approach, personalized online environments and digital self-services
- Seamless integration into the existing IT landscape

## ABOUT STIHO GROEP

The Stihl Group achieved a turnover of € 221 million in 2016. Nearly 700 employees serve their markets from 37 locations. The IT service provider Sybrand's Place works for the brands Stihl and Baars & Bloemhoff.

[www.stihl.nl](http://www.stihl.nl)



The Stihl Group has been a wholesale supplier to the construction industry for over 90 years. Gerrit Sybrand Pelt founded the Stichtische Wood company in 1926 and today the Group continues to break new ground in the building trade by blazing a digital trail.

Recognizing that digital tools make the work of building contractors so much easier, the Stihl Group established an own Internet business called Sybrand's Place. With digital resources still a relatively new concept in the construction industry, Stihl Group was quick to recognize the potential to enhance customer journeys, respond to urgent demands and innovate.

## Customer focus

For Stihl Group, the digitalization initiative began with a desire to better serve its customers. The construction industry often operates outside of usual "office" hours, and the Company wanted customers to be able to find it 24/7 and access the goods they need. The Stihl Group's new online store at [www.stihl.nl](http://www.stihl.nl) allows customers to shop late night and early Sunday morning when traditional channels are closed. More importantly, it empowers contractors to better focus on their core work without distraction.

## A new way of working

The development of Sybrand's Place was more than an initiative to have a digital channel, it is an integral part of doing business in the building industry. The Stihl Group is committed to becoming a true omni-channel organization by 2020 and anticipates that at least 50 per cent of its customers will be digitally connected with it by then.

As a result, the Group has taken the opportunity to invest in mapping their customer journeys in great detail. Whilst Stihl Group already knew its customers very well, it dug deeper into the groups and personas before specifying its e-commerce platform.

It defined five persona and customer journey programs for its Stiho and Baars & Bloemhoff operations in order to understand how Sybrand's Place could improve customers' business. For each persona, this involved knowing in which phase the customer was, which emotion corresponded to that and whether they would want to use a B2B commerce platform to do things such as calculations for projects; volume of materials required and estimated timings, for example.

The Sybrand's Place experience is now comprised of customer insights that have been translated into service concepts such as placing orders online, access to invoice history, personalized online environments with their most ordered products, a text message when an order is on its way, product information, news and tips.

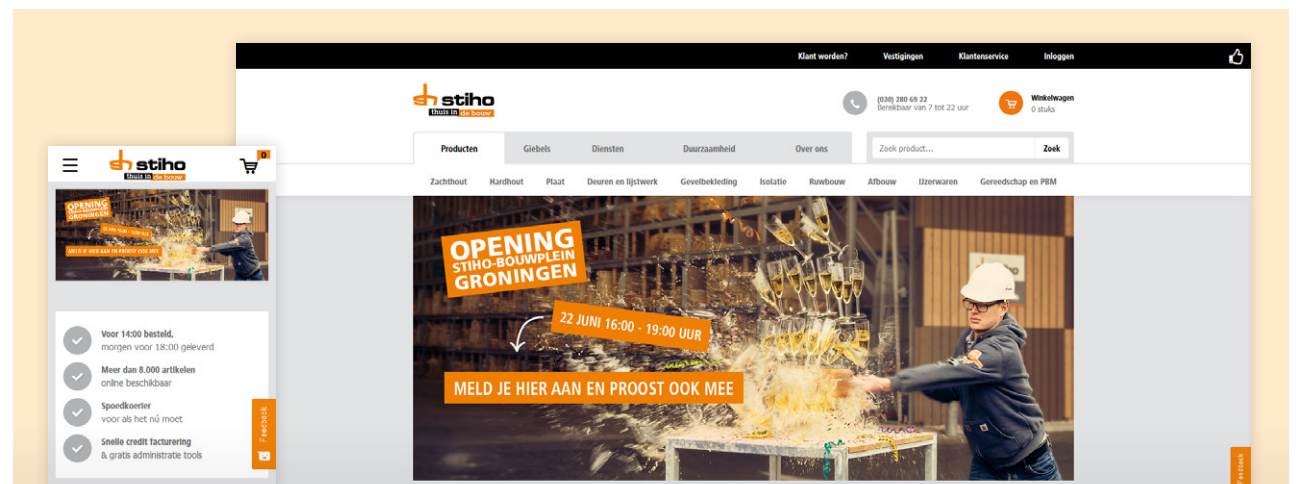
## Flexibility

For the e-commerce platform itself, Stiho Group turned to Intershop for the strength of its modular technology, partner ecosystem but especially for its rich standard B2B functionality. The resulting system, which was implemented by digital agency, De Nieuwe Zaak is not only custom made, but integrates seamlessly with the Group's other software.

The construction industry is often subject to economic and political change, and while some businesses see that as a risk, the Stiho Group sees digitalization as a huge business opportunity. The Company was careful to choose technology that matched its desire to be flexible. The digital transformation at Stiho Group had to be relevant not only to its customers and suppliers but to employees, too. After all, it affects the way employees in-

teract with customers in all areas of the business; from logistics right through to inside sales. Part of the Sybrand's Place new brand equity is that it can move quickly.

The Stiho Group is the first to admit that digitalization is an intensive process, but the Company also claims that as long as it thinks from its customers' perspective and is not afraid to make mistakes, it will continue to thrive.



## 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).

**USA**

**Octavio  
Perales**

[o.perales@intershop.com](mailto:o.perales@intershop.com)

**EUROPE**

**Frank  
Andersen**

[f.andersen@intershop.com](mailto:f.andersen@intershop.com)

**AUSTRALIA &  
NEW ZEALAND**

**Emmeline  
Ng**

[e.ng@intershop.com](mailto:e.ng@intershop.com)

**ASIA-PACIFIC**

**Kanyasiri  
Panasahatham**

[kanyasiri@intershop.com](mailto:kanyasiri@intershop.com)