

**TEKA**

# The ease of buying online

**100**

countries worldwide

**3**

months from project start to go-live

**20%**

of total revenues to be generated online



## CHALLENGE

- Boost customer satisfaction through more convenient order processes and practical self-service tools
- Increase efficiency by relieving sales and call center teams of routine tasks (e.g., manual order entry, information on prices, stock availability, order and delivery status, etc.)

## SOLUTION

- B2B online shop based on the Intershop Commerce Platform, implemented by Intershop partner Sugerendo
- Turbo launch within just three months thanks to MVP approach, blueprint store and comprehensive pre-integrated B2B functionalities
- Win-win situation thanks to digital self-services: Teka reduces workload of its sales and service staff, while customers benefit from convenient procurement processes and 24/7 access to product-, order- and delivery information

**ABOUT TEKA**

Teka Group is a multinational corporation founded in Germany in 1924 and now operating in more than 100 countries worldwide. The company specializes in stainless steel sinks, taps, built-in kitchen appliances, including ovens and hobs, and bathroom solutions. The group's main brands include Teka, Küppersbusch, Intra, and Mofém.

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[www.teka.com](http://www.teka.com)

## Initial situation

More and more manufacturers are investing in digital sales- and service channels to differentiate from the competition, tap into new sales potential and ensure efficient, seamless interaction with their customers. Although Teka already had a website in place for the kitchen studio customer segment, it was not what we call “state of the art” in e-commerce. It was neither integrated into the company's IT system landscape (with ERP, PIM, etc.), nor was it possible to simply view prices and stock availability or to initiate and track orders. Kitchen studio staff could only create a list of required items, which they then e-mailed to the Teka sales team. Alternatively, orders and price negotiations were done over the phone or by fax (!). Since these ordering processes no longer met the expectations of today's B2B customers – and were also highly labor-intensive, time-consuming, and costly – it was about time for a digital transformation!

## Goal of the digitalization initiative

Teka's vision is to digitalize the interaction with its customers in order to offer them the best possible service at every stage of the customer journey. This also includes making order and after-sales processes as simple and convenient as possible. By implementing a modern B2B commerce platform with extensive self-service functions they want to enable the customer group of kitchen studios to quickly

and conveniently do online business with Teka, e.g. place their orders, research prices and availability, or arrange delivery dates – 24/7, independent of the business hours of the Teka call center.

On the other hand, Teka's sales and service staff are to be relieved of repetitive routine tasks by the new digital ordering and self-service options, so that they can invest their time in consulting and more intensive support for existing customers as well as new customer acquisition. “The expertise of our sales and service team is immense, but in the past they sacrificed much of their time to manual order taking and processing, giving information on prices, inventory and individual conditions all day long. Our goal is for them to take on more presales tasks, adding real value for our customers and our long-term growth,” explains Teka's Sales Marketing Manager.

## With an MVP to digital excellence

Thanks to this clear objective and a solid commerce strategy, the choice of a suitable e-commerce solution as the core of the ambitious digitalization project was easy. The Intershop Commerce Platform convinced with its high scalability as well as the extensive B2B features that are available out-of-the-box – without major development effort and associated additional costs. “Intershop is the perfect solution for us. The platform is reliable and powerful,

can be flexibly adapted to the complex organizational structures of B2B commerce, and also offers all the functions for a rapid rollout of digital sales channels. As a result, we were able to successfully go live with our first B2B online shop for the Spanish market within just three months," says the IT Director of the Teka Group.

Teka brought in the expertise of experienced Intershop partner Sugerendo to implement the new B2B online shop. Agile project management ensured the rapid development of the MVP (minimum viable product) – for Teka a perfect foundation for further growth. The modern online shop with extensive self-service functions is initially reserved for the customer group of kitchen studios. Onboarding of other target groups, including leading wholesalers and retailers, is planned for the near future.

## Consistently positive customer feedback

There is no doubt about it: The digitalization initiative is a great success for Teka. Customers are delighted with the convenient self-service functionalities of the new online shop, enabling them 24/7 to:

- Place and track orders
- View detailed product information as well as individual purchase prices and discount promotions
- Check stock availability
- Add alternative delivery addresses
- Use order templates for recurring orders
- Manage their user profile (incl. assignment of roles and rights)
- View invoices and delivery notes
- Request warranty services

With these and additional features, Teka is revolutionizing the interaction with its customers. The Sales Marketing Manager emphasizes: "The digital channel is a real game-changer in terms of customer experience. None of our customers have to ask for prices, product specifications or availability on the phone or by e-mail anymore. In the online shop, all information is directly available, which increases transparency and gives our customers full control over their procurement processes. This makes their work easier and saves time!"

And Teka's sales and customer service staff also benefit from the new Intershop-based online shop: "Thanks to the online shop's comprehensive self-service functions, they can now focus more on

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**IT Director at Teka**

providing inspiration and advice, respond more specifically to our customers' requirements, and promote the sale of additional products. In this way, they make a decisive contribution to profitable, long-term customer relationships and, last but not least, boost our revenue growth."

## Next milestones on the e-commerce roadmap

The positive customer feedback confirms that Teka is on the right track, but the launch of the B2B online shop in Spain is just the beginning. "We went live with an MVP equipped with the most important functionalities for modern B2B e-commerce. Now, additional functionality will be added step by step to further optimize the interaction with our customers. Our goal is a personalized digital customer portal as the central hub for our sales and service processes. Here, all offers are to be bundled centrally and enriched with information, digital self-services and expert tips," explains Teka's IT Director.

In addition, the platform will be opened for other customer groups in order to further boost online growth. Teka's Sales Marketing Manager has an ambitious goal in mind: "We would like to generate up to 20% of our total revenues via digital channels in the medium term. With the Intershop Commerce Platform, we have a powerful solution in place that scales with our business development and allows us to add more countries and brand stores quickly and cost-effectively." For example, Teka is already

working on a B2B online shop for its premium brand Küppersbusch. It will be also to be managed via the central Intershop Commerce Platform, but will have a different, more "luxurious" look and feel. And also internationalization is an issue that can be addressed easily thanks to the flexible architecture of the Intershop solution. The implementation of regional stores for the Canary Islands (because different tax rates apply here), Mexico and Poland are already being planned.

The screenshot displays the Teka Select B2B e-commerce interface. At the top, the header includes the user name 'MARIA CAMACHO MI CUENTA | CERRAR SESIÓN', a search bar with the text 'Buscar palabra clave, ID de producto o categoría', and a shopping cart icon showing '11 ITEMS / 6.681,24 €'. The main navigation bar features 'Pedido Rápido', 'Pedido por Catálogo', 'Mis Pedidos', and 'Mis Ventajas Select'. The breadcrumb trail reads 'INICIO / PEDIDO POR CATÁLOGO / COCINA / HORNOS'. The main content area is titled 'HORNOS' and shows 60 elements. The left sidebar contains filters for 'FAMILIA' (Pedido por Catálogo (783), Cocina, Hornos), 'CATÁLOGO' (Teka Select (26), Resto Catálogo (33)), 'CLASE ENERGÉTICA' (A/- (1), A+ (38), A (21)), and 'TIPO' (Multifunción (42), Convencional (5), Polivalentes (4)). The main product grid displays three ovens with their respective details and prices:

| Producto  | PVPR       | Precio de Venta |
|---|------------|-----------------|
| _Studio > MaestroPizza HLB 8510 P<br>Horno Piroilítico MaestroPizza con función especial para Pizza 340°C           | 775,00 €   | 632,98 €        |
| _Studio > SteakMaster<br>Horno Piroilítico Multifunción con función especial para carnes a la barbacoa y 20 recetas | 1.350,00 € | 992,35 €        |
| _Cuisine > HCB 6645<br>Horno Multifunción de 60 cm con Hydroclean   | 385,00 €   | 349,39 €        |

## 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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