



Close to the customer – online and offline

33,000

sales representatives

14.4

billion euros revenue

3.9

million customers worldwide



CHALLENGE

- Map complex business processes (company structure, purchasing organization within Würth and on the customer side) via one central platform
- Create a network of fully integrated touchpoints for more service sales and increasingly satisfied customers
- Individual prices at each customer contact point at any time on any device

SOLUTION

- 43 websites, 37 countries, 14 languages, 8 currencies—one single platform: Intershop!
- Seamless integration of the Intershop Commerce Platform into Würth's complex IT infrastructure
- Omnichannel concept with fully integrated customer touchpoints, such as online shop, hand scanner, app, smart shelves, vending machines or TwinBin
- E-business sales experience above-average growth: omnichannel strategy shows its worth also in the Coronavirus crisis

ABOUT WÜRTH

The Würth Group is the global market leader in its core business—the sale of fastening and assembly materials. It consists of more than 400 companies in over 80 countries with approximately 79,000 employees. This traditional family business has transformed itself into an omni-channel organization, with the customer at the center of all innovations.

www.wuerth.de

A smart vending machine for hand tools, warehouse cabinets that scan stock themselves, or even unmanned shops: with sophisticated digital solutions, Würth simplifies the purchasing process of 3.9 million customers worldwide. Nevertheless, the management continues to rely on the basis of their success: personal customer contact.

Numerous production lines in manufacturing, transport and automotive industries are supplied from its wide range of products: screws, anchors, plugs, machines, chemicals, workshop and protective equipment. The range is diverse, but Würth's strength lies in the process. The screw connecting part A to B is not expensive by itself. But the process costs are all the higher: "You don't want to have to worry about such C parts, they only become important when they aren't there. Because then, it really becomes expensive." Gerard Scheffel, E-Commerce Manager at Würth explains.

More than just a web shop

You can actually buy that one screw anywhere, but above all Würth wants to facilitate the difficult process of purchasing and stock management: "We can't distinguish ourselves in the specific articles, but we can in the connection with our digital solutions", Scheffel claims. "For us, e-business is more than just the web shop."

Ideas have become reality at Würth Netherlands, as a vending machine full of tools proves. An integration with the web shop and the dedicated app means that employees have the necessary tools at hand immediately. And there's more: a smart storage cupboard, which detects with a built-in scan strip whether your favorite product is on the shelf or not. Alternatively, there is the smart toolbox with custom inlay, which can also scan independently whether the content is complete. For customers who want it less fancy: With the app or a hand scanner they can just as easily manage stock and purchases on site.

Personal customer contact remains of high importance

It is true that the web shop remains the largest source of revenue among the digital solutions, followed by the app by a distance. But online and offline, a total turnover of 14.4 billion euros was generated worldwide in 2020. However, sales in the store or by a customer representative remains vital for Würth's company strategy.

So, every Würth customer has its own sales account, who visits every now and then for advice or stock inventory. In an era of unprecedented digitalization and automation, particularly in the industrial sector, personal customer loyalty remains the

most important basis for Würth: “This way we get the sales transaction out of anonymity, and ensure the survival of your company. The representative is not only there to sell articles, but also to advise and bind”, Scheffel says.

Customers who navigate the web shop not only can contact their sales representative without switching the channel, but also see their customer-specific price conditions based on their purchase volume and segment. “The absolute trick is to maintain this price at every touchpoint, whether you are in the store, running through stock with your sales representative or whilst placing an order in the app.”

Strikingly enough, the average order amount online is almost the same as that via a sales representative on location. It also appears that Würth’s customers return faster if they have a combination of online and offline contact points.



“For us, e-business is more than just the web shop.”

Gerard Scheffel, E-Commerce Manager at Würth

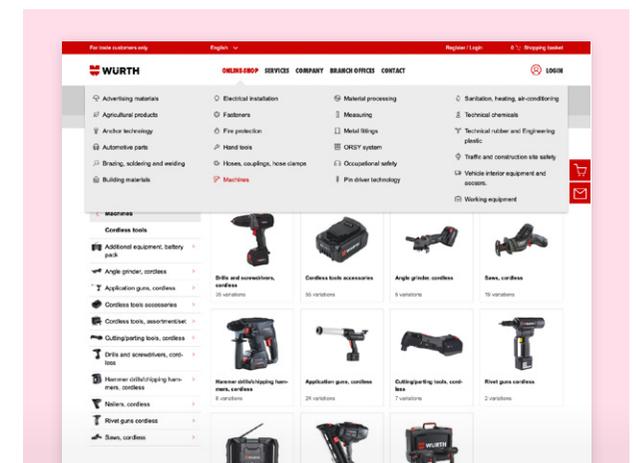
Large assortment, big competition

Returning customers do offer stability, but day-to-day business is more than that. Customers are taken over, go bankrupt or change their supplier. That’s why you have to make sure you keep growing. Because of Würth’s wide range of solutions and products, there is no direct competitor. Instead, there are several competitors from various sectors at stake: one from the automotive industry, the transport sector or chemicals, but most important-ly it is the local specialist, who may have the biggest effect on each of Würth’s customers.

Scheffel: “When a company orders a drill, it is in 90 percent of the cases because their previous one broke down. We need to have a myriad of items in stock to be able to deliver the next day—or preferably even faster. Our competitor may be a local specialist shop, so our customer representative must

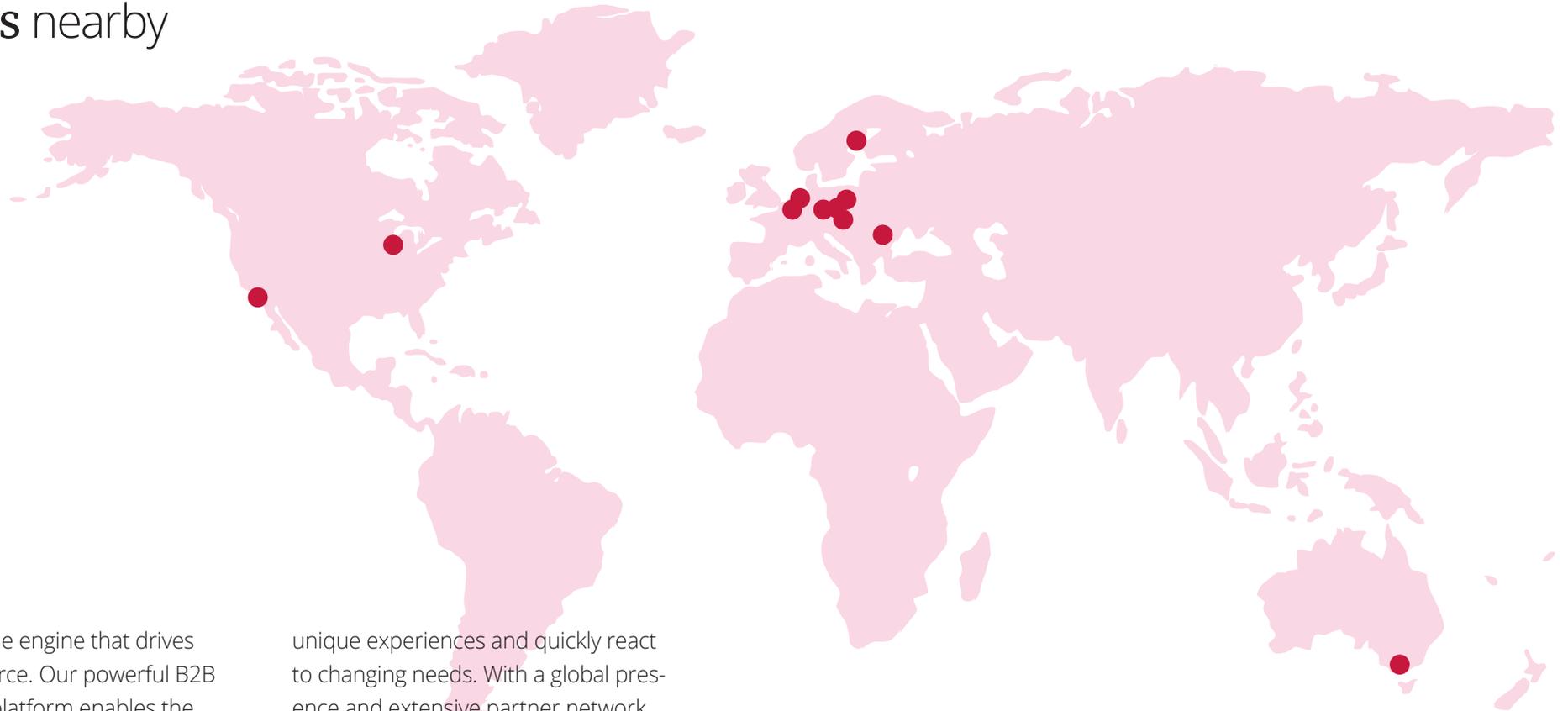
be the one the customers can turn to first, and get personal advice tailored to their need.”

Therefore, Würth plans to expand their business in the future by making more use of Big Data. Based on their IP or geo tracking, prospects can be recognized and individually addressed. The omnichannel strategy remains at the core of all activities. The underlying commerce platform by Intershop is prepared to couple with future applications as well as extending use of existing systems to further support the growth of Würth.



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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