



Construction goes digital with the Stiho Group

About Stiho Group

The Stiho 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 Stiho and Baars & Bloemhoff. www.stiho.nl

The Stiho Group has been a wholesale supplier to the construction industry for over 90 years. Gerrit Sybrand Pelt founded the Stichtsche 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 Stiho Group established an own Internet business called Sybrand's Place. With digital resources still a relatively new concept in the construction industry, Stiho Group was quick to recognize the potential to enhance customer journeys, respond to urgent demands and innovate.

A New Way of Working

The development of Sybrand's Place (www.sybrands-place.nl) was more than an initiative to have a digital channel, it is an integral part of doing business in the building industry. The Stiho 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 Stiho 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 programmes 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.

Customer Focused

For Stiho 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 Stiho Group's new online store at <https://www.stiho.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.





STIHO GROUP ONLINE SHOP

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, Stihl Group turned to Intershop for the strength of its modular technology, partner eco system 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 Stihl 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 Stihl Group had to be relevant not only to its customers and suppliers but to employees, too. After all, it affects the way employees interact 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 Stihl 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

Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop's unrivaled technology and extensive market knowledge.

For more information on our solutions and services, visit www.intershop.com.

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