



Customer Story

Winterhalter + Fenner Reinvents Customer-Centric Navigation

The Swiss electrical specialist is moving away from the rigidity of its old commerce system and from searching for articles in a trade catalog. With the Spryker Commerce OS, Winterhalter+Fenner first developed an MVP and alter an entire B2B platform for 5 stores, setting new standards with its customer-centric navigation concept.

Winterhalter+Fenner by the numbers

Up to 80%

Online share of sales

5

Shops on one instance

220,000

Articles



Background

A Promise of Quality in E-Commerce

Winterhalter + Fenner is committed to winning the trust of its customers with a promise of quality and innovation. The electrical specialist is therefore also pursuing the highest technical standards in e-commerce. However, the fact that the old commerce system had become outdated and had lost much of its flexibility did not fit the bill. The aim of the replatforming project was therefore to create a new, sustainably progressive basis that would enable Winterhalter + Fenner to adapt to individual customer requirements at any time.

Industry:

Furniture & Lighting

Customer:



Snapshot

What does Winterhalter+Fenner do?

Winterhalter + Fenner AG is one of the leading electrical wholesalers in Switzerland. Over 450 employees ensure excellent service in 14 locations. With its subsidiaries Dysbox SA, ElectroLAN SA, Electroplast SA and Fabbri SA, Winterhalter + Fenner forms Sonepar Suisse. Sonepar Suisse is part of the French Sonepar Group, which is active in over 48 countries and employs around 48,000 people. The electrical specialist offers more than 220,000 articles. The wide range of products includes electrotechnical components, installation material, products for data networks and photovoltaic systems from leading national and international suppliers.

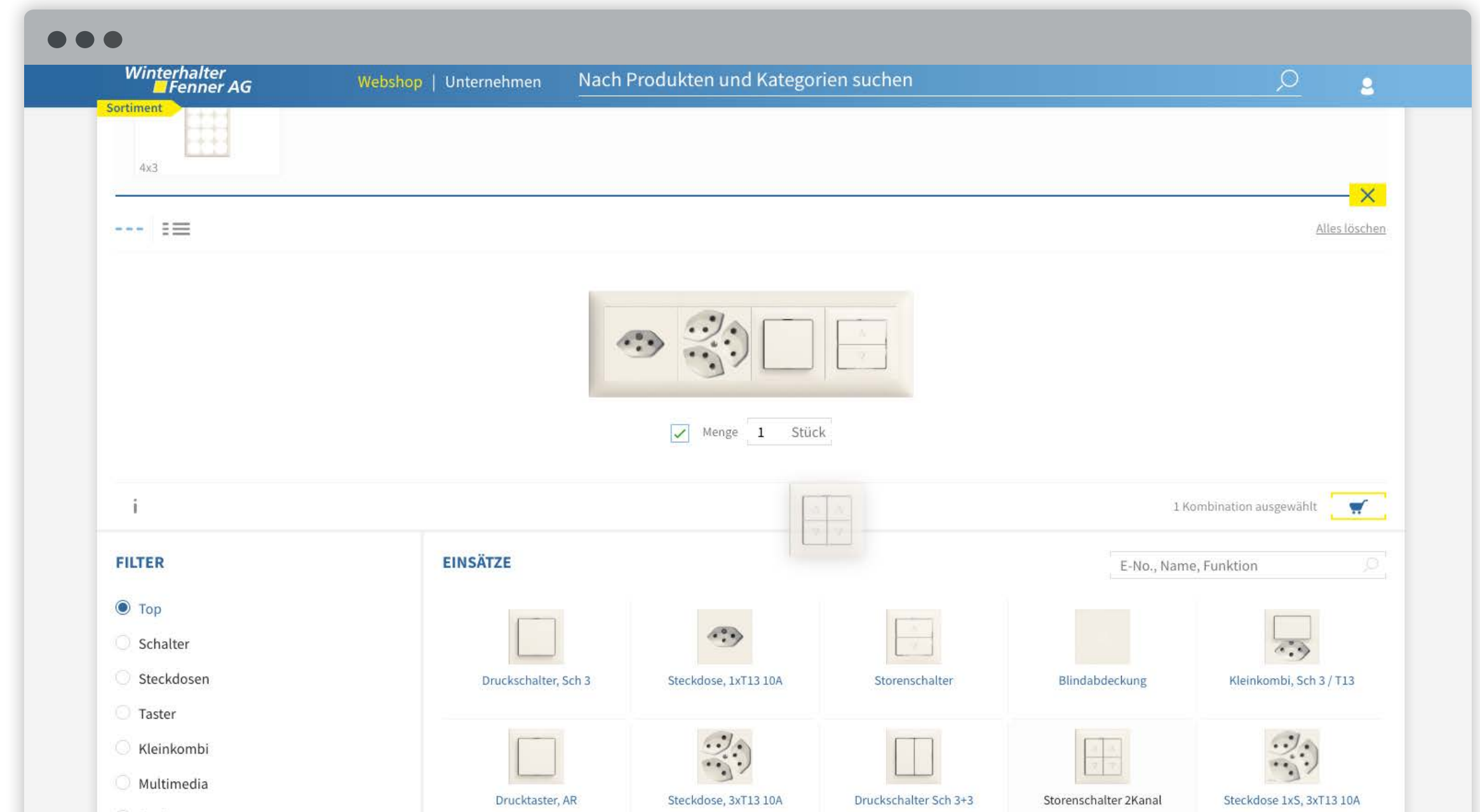


Challenge

Customer-Centered Rethinking of Navigation

Winterhalter + Fenner does not want to be perceived as a standard store. However, the user interface and in particular the navigation structure on the old system did not meet these requirements. The challenge was therefore to present the enormous product portfolio of 220,000 articles in a user-friendly way and to rethink navigation. It should be possible to find products the way the customer is looking for them, not the way the industry catalog thinks people are looking for products.

In addition to the customer focus, the quality of the technical implementation was also of the utmost importance to Winterhalter + Fenner. The aim was to create a future-oriented and easy-to-maintain system that could be easily adapted and optimized according to Winterhalter + Fenner's ideas.





Solution

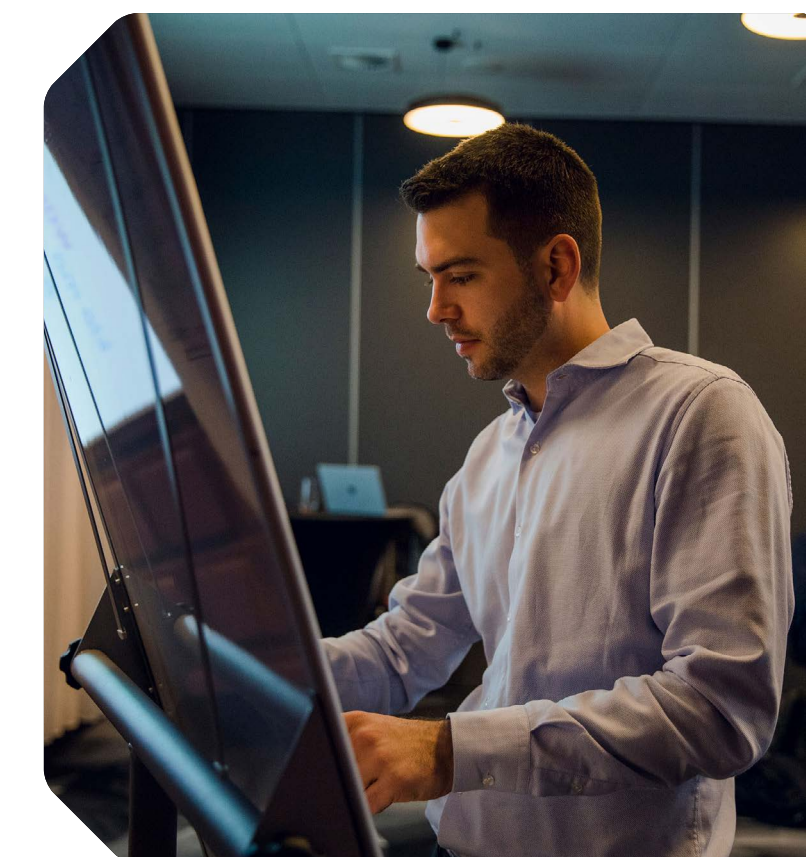
From MVP to a Large B2B Platform

With Spryker, Winterhalter + Fenner has created a commerce platform that manages five stores from one instance. Along the way, the electrical specialist opted for the MVP approach. With the aim of a quick go-live, a web store was first built as an MVP and then tested and further developed. Thus, a beta platform was initially created before the entire B2B platform went live in May 2020. In addition to the five user interfaces, this platform also integrated the entire Winterhalter + Fenner website and incorporated a new CMS. A separate app is also connected via the Spryker LINK middleware. And customers benefit from an optimized search function, an intuitive product range structure and numerous B2B features such as role-based workflows, customer-specific pricing and multi-carts.

Navigation Concept as USP

One highlight of the new B2B platform, which will enable Winterhalter + Fenner to differentiate itself strongly from the competition, is the new navigation concept. Operation has been designed according to a one-click philosophy, making it very efficient and lean. In addition, the search is always supported in a customer friendly manner by intelligent search, filter and configuration functions.

- **Combination tool:** Customers can configure individual electric switches and sockets as they wish. Simply select their preferred manufacturer and then use drag & drop to put together the desired combination themselves.
- **Lamp Finder:** Guides customers quickly to the right lamp. Filters such as bases and shapes are displayed as images in an easily understandable way, and with each selection made, the remaining possible combinations are automatically calculated and displayed.



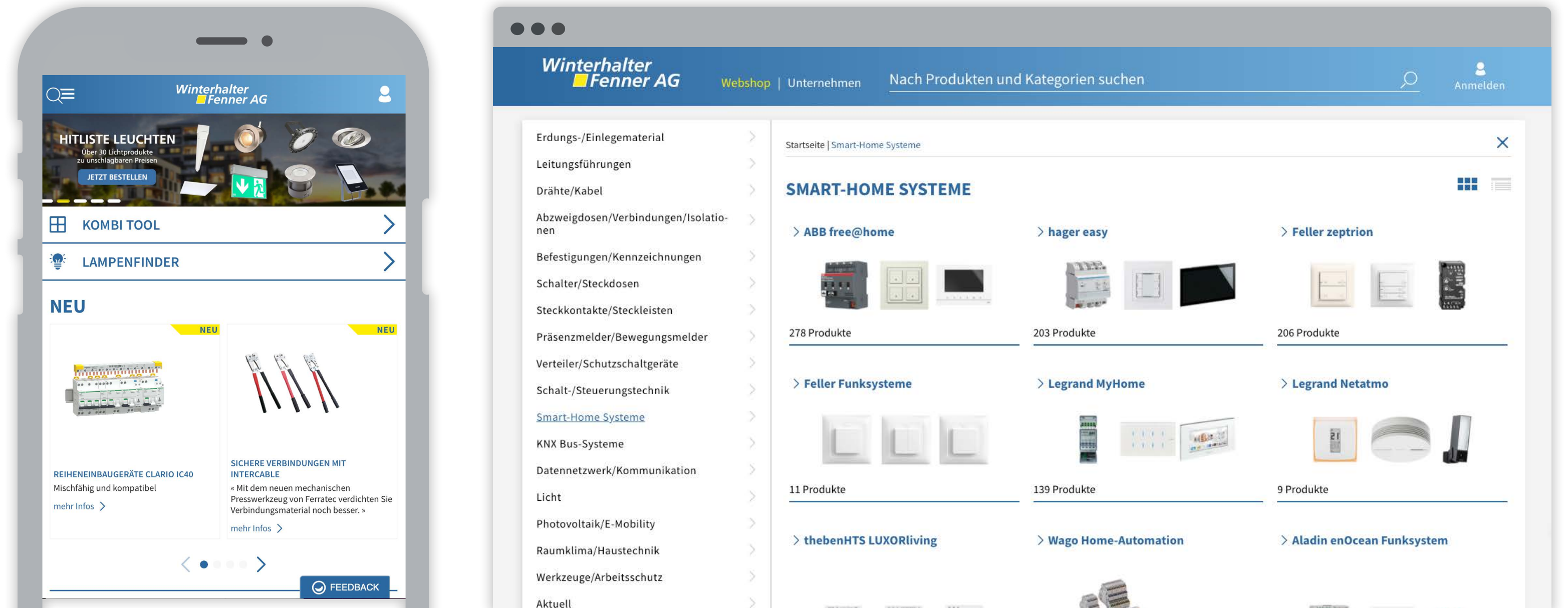
Thanks to the successful cooperation, our fist-class platform is getting a new look. By focusing on optimal user guidance, the usual outstanding range of functions can now be used even more efficiently and offers our customers individual administration options and tools for self-management.- David von Ow, Managing Director, Winterhalter+Fenner AG



New Standards and New Possibilities

Winterhalter + Fenner has been on a growth path for years and today already generates up to 80 percent of its sales online. The new platform as the heart of the e-commerce strategy is extremely fast and efficient and sets new standards for customer-centric UX with its navigation concept. That customers see it that way became clear as the new solution initially went live in parallel operation and more and more customers switched to the new platform.

But above all, Winterhalter + Fenner's digital development is far from over. The optimized and partially automated maintenance process as well as the modular architecture now give the electrical pioneer the flexibility to further develop the platform precisely and quickly according to their ideas.



By using future-oriented technologies, we have laid the foundation for a sustainable and progressive solution and can adapt it to the individual needs of our customers at any time.

- David von Ow, Managing Director Winterhalter+Fenner AG



Partner

valantic as a Strong Implementation Partner


The cooperation between Winterhalter + Fenner and valantic made the replatforming on Spryker possible and laid the foundation for follow-up projects. valantic as the agency implementing Spryker supported Winterhalter + Fenner in strategy and vision development, technical realization and implementation and in the ongoing development of the B2B platform. valantic's design and UX expertise was especially in demand in the area of the new, intuitive navigation, which is the unique selling point of the platform today.





About Spryker


Spryker enables companies to create winning commerce experiences. It is the most modern platform-as-a-service solution with over 800 API-based modules, enterprise ready and loved by developers worldwide. Spryker is trusted by over 150 companies to manage transactions in over 200 countries worldwide.



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