



Customer Story

Kömpf - 28 Shops with Outstanding Experience and 150% in Sales Growth

DIY specialist creates record growth with customer centricity and niche shops

Kömpf has migrated its commerce system with 28 webshops from Magento to Spryker, creating a strong foundation for rapid, custom developments that set Kömpf apart from the competition. The result is exclusive partnerships, strong revenue growth, and a customer journey that is expected to win awards for Kömpf..

Kömpf by the numbers

€65 million

E-Commerce Revenue in
2021

+300%

Growth in the Product
Portfolio

28

Shops centrally
orchestrated



Background

Loss of Flexibility

Kömpf is a national heavyweight in the building materials trade. “I’m off to Kömpf” is a common saying in the Calw region and other parts of Baden-Württemberg, Germany, and synonymous with a visit to a DIY store. In 2010, Kömpf took the first steps to further their reputation in digital markets as well. Since then, the system has become outdated, monolithic and stagnant. Magento’s database was too small for the number of products available, the code quality was outdated, and performance issues arose with increasing traffic.

“ Our old system was getting stuck, and we couldn’t progress any further. We made the decision to work with Spryker to provide great customer experiences with a high level of code quality.” - Lars Malach, Technical Lead KÖMPF Onlineshops GmbH

Industry:

Retail DIY

Customer:



Snapshot

What does Kömpf do?

Kömpf is a family-owned champion in the DIY sector. The expert for building materials trading was founded in 1934 and now consists of 28 online stores in addition to stationary DIY stores. Both offline and online, Kömpf focuses on outstanding service.



Challenge

Creating Unique Digital Selling Propositions In-House

Kömpf wanted a fresh reboot and to regain the flexibility and technology ownership that had been lost in the old system through re-platforming. The challenge was to establish a system that would allow Kömpf to create its own USPs against the competition, without turning it into a “monolith”. In other words, they needed a new commerce system which could be implemented quickly, and then be further developed according to Kömpf’s specific requirements. Due to this focus on fast, effortless customizability and code quality, Kömpf decided to choose Spryker as a strong basis for sustainable growth.

Larger Databases, Rapid Projects

The second part of the challenge was the scale of the project, which still needed to be rolled out quickly. At the time of the relaunch, Kömpf already had over 100,000 products and, in addition to the central store, koempf24.de, 27 other web stores for niche DIY topics such as pond construction or barbecues. Kömpf’s clear objective, however, was to be able to easily manage and further scale the entire portfolio and to set the highest service standards for each individual store.

“ The world of digital commerce is very fast and we want to be ahead of the game. With Spryker, we now have the right foundation for that, and we can quickly implement projects, test new things, and independently push ahead with important topics such as service features. We want to be at the forefront!” - Lars Malach, Technical Lead KÖMPF Onlineshops GmbH

Solution

28 Shops Continuously Winning Awards for Their Experience

Kömpf wanted to continue on two tracks: a large, central DIY store, koempf24.de, and 27 niche stores for better customer centricity. All these online stores now run on Spryker and can be controlled via a central unit. In addition, the web design was refined for an intuitive customer journey and the service overlay was also digitally implemented. Offline, for instance, Kömpf offers its customers various options for delivery and assembly assistance with 20 of its own assembly teams. In addition to many other service features such as chat, this can now also be booked online. The route is clear: Kömpf wants to win prizes with its digital service offering and online store design.

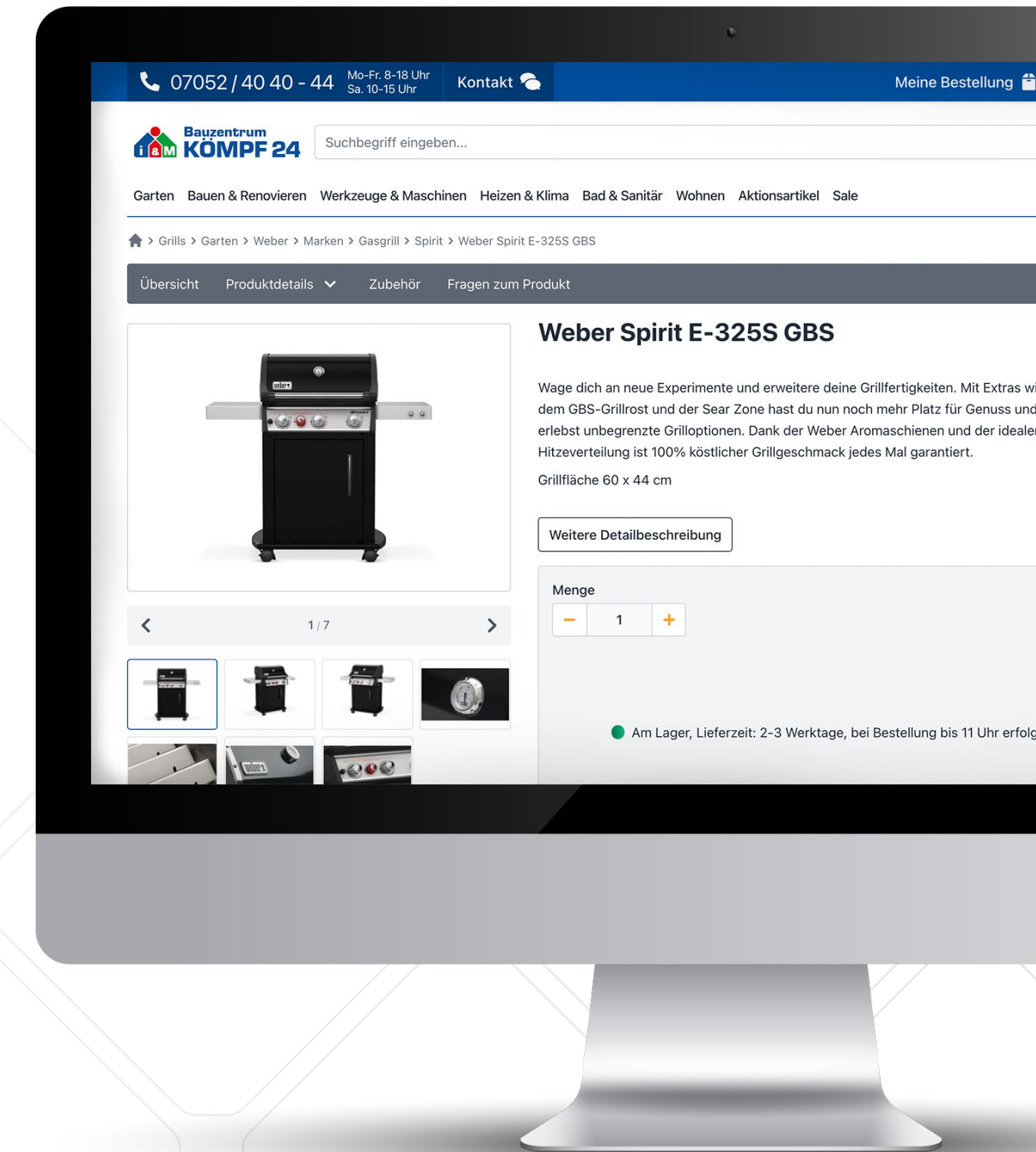
Product & Capabilities

Great Service Regardless of the Channel

Elastic Search: various search queries lead to the right product. The customer simply clicks through a few questions and then receives, for example, the perfect garden shed for their needs.

Customization: Individual products and services can be customized down to the last detail. Depending on user specification, a personal customer journey can be created with further service offers such as delivery, assembly, disposal, and more.

After-Sales Service: customers can track their orders precisely and, if necessary, access a simple returns process.



Results

150% Increase in Sales in Two Years and an Exclusive Partnership

Kömpf had ambitious goals when replatforming with Spryker and has so far been able to exceed them in all areas. The product portfolio has more than doubled since the relaunch and now includes 300,000 items. And most importantly, Kömpf is able to convince customers with its digital offering and create real USPs. For example, Kömpf is a major retailer of spare parts for the well-known Weber Grills brand. Its offer beats that of other market players by a long shot. And Kömpf was able to implement this particular offer itself in less than a week. This success is also reflected in the numbers, as in 2020 and 2021, Kömpf saw a combined sales growth of 150 percent compared to 2019. During the lockdown, sales in some product areas even tripled.

“ In 2021, we can look back and say that we made the right decision to work with Spryker. Without Spryker, we would not have been able to meet the demanding expectations of our customers.” - Lars Malach, Technical Lead KÖMPF Onlineshops GmbH



Ecosystem

Spryker Technology Partner

Kömpf relies on technologies from Spryker's ecosystem to create a seamless customer journey. It has, for example, integrated Akeneo as the PIM system and ElasticSearch for the extensive search function. Kömpf is particularly proud that it independently ensures further strategy development with dedicated in-house resources while relying on Spryker's API interfaces for new functionality.

About Spryker

Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. It is the most modern platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, and expand to new markets and business models faster than ever before. Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide. Spryker is trusted by brands such as Toyota, Siemens, Hilti, and Ricoh. Spryker was named the most innovative and visionary of all new vendors in the 2020 Gartner Magic Quadrant for Digital Commerce and named a major player in B2B e-Commerce by IDC and is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. For more information about Spryker please visit [Spryker.com](https://spryker.com).

