



New B2B online shop: Evonik establishes British eCommerce market for PLEXIGLAS®

Evonik wanted to launch a new B2B online shop for its PLEXIGLAS® products in the United Kingdom (UK). Here, the Group relied on the support of Arvato Systems.



„Greater customer service and direct sales through eCommerce are important building blocks of the future strategy. Arvato Systems supports us as a competent partner.“

Martin Krämer
Head of the Acrylic Products Business
Line at Evonik

Background Situation

In the UK, companies currently purchase acrylic products almost exclusively through retailers. Evonik aims to strengthen its PLEXIGLAS® brand in the British market by becoming the first manufacturer to supply its customers directly. To achieve this, a new B2B online shop had to be set up and the competitors and customer requirements had to be carefully analyzed in advance.

Vision

Evonik wanted an attractive online shop for the promotion of its PLEXIGLAS® products, tailored precisely to the needs of British buyers, offering them an optimal customer experience. The Group intends to test the online direct business as a sales channel and, depending on its success, roll it out in other European countries.



The Customer

- Evonik is one of the world's leading companies for specialty chemicals.
- The operating business is divided into three manufacturing segments: Nutrition & Care, Resource Efficiency and Performance Materials. All technology and infrastructure services are bundled in Services.
- With more than 36,000 employees in over 100 countries, the group generated sales of 14.4 billion euros in 2017.

Industry

- Chemical industry





Solution

In Arvato Systems, Evonik found a competent service provider who supported all steps of entering the UK market from a single source: from target marketing analysis to setting up and promoting the new PLEXIGLAS® online shop and developing a logistics concept.

Our Services

Together with Arvato Systems, Evonik has prepared its entry into the British market by means of traditional market research. Both quantitative and qualitative methods were used to comprehensively analyze the B2B market for acrylic products and the customer needs of British buyers. Building on these findings, Arvato Systems developed a design concept for the new online shop and implemented it with the OXID eShop Enterprise Edition software. The digital service provider used agile project management methods: Arvato Systems initially equipped the web shop with the basic functionalities in accordance with the „minimum viable product“ principle. In a four-month private launch phase, a few selected UK customers tested the online shop. Customer feedback and the insights gained with web analysis tools on customer behavior formed the basis for further developing the online shop and optimizing the customer experience. For the public launch, Arvato Systems supported Evonik's promotion of the webshop with conceptual and creative expertise. Last but not least, with the help of the IT specialist, Evonik has mastered the great logistical challenge of reliably delivering the standard product - PLEXIGLAS® sheets measuring around three by two meters - to the United Kingdom within 72 hours.

Customer Benefits

With its new PLEXIGLAS® online shop, Evonik has positioned itself on the British market as a leading B2B supplier of acrylic products. British business customers now have the opportunity of selecting and ordering the desired product from around 200 PLEXIGLAS® products online with just a few clicks. The user experience also reflects the needs of the target group exactly: Once the customer has selected the format and thickness of a PLEXIGLAS® sheet, he can directly access all relevant product information on the same page, such as product specifications, prices depending on the order quantity, additional documents etc.. As soon as the customer has registered, he can also see the exact delivery time - regardless of the format, which is logistically difficult to handle even in northern Great Britain, this is no more than 72 hours after placing the order; deliveries to the south are made within 24 hours. Evonik thus offers customers in the United Kingdom a convenient alternative to the offline shopping at the retailer that has been common in the United Kingdom up to now.

Case Overview

Task

- Target market analysis
- Design and implementation of the new PLEXIGLAS® online shop
- Promotion of the B2B web shop
- Development of a logistics concept

Technology

- OXID eShop Enterprise Edition

Result

- The new online shop enables British business customers in the plastics processing, illuminated advertising, shop fitting, and furniture market segments to select from a portfolio of around 200 PLEXIGLAS® products and purchase them directly from the manufacturer.

You have questions, need information or a contact?
Get in touch with us.

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Global IT specialist Arvato Systems supports major companies through digital transformation. More than 2,600 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support. As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success.

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