



JUNGHEINRICH

**CASE STUDY:
DIGITAL ADVICE FOR COMPLEX
B2B-PRODUCTS**

2020

o'excentos

The Company

Jungheinrich AG

Jungheinrich AG was founded in Hamburg in 1953 as *H. Jungheinrich & Co. Maschinenfabrik*. Since then, Jungheinrich has developed into one of the world's leading manufacturers of material handling equipment, warehousing and material flow technology, distinguished by its good service and consulting quality.

Company profile

- Foundation year: **1953**
- Portfolio:
 - Forklift
 - Industrial Trucks
 - Logistics Systems
 - Services
- Revenue: **€ 3,7 billion (2018)**
- Employees: **>17.800**
- Direct sales in about 40 countries + partner sales in 80 other countries

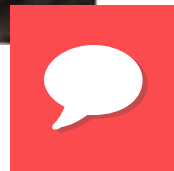
The Challenge:

Intelligent advice and easy to use, despite high complexity



CHRISTIAN

Process Management Sales, Jungheinrich



**"Advice is, alongside the machine,
an essential part of customer
satisfaction."**

An industrial truck that does not correspond to the operation is not only annoying, but can also delay projects, and thus cause additional costs on both sides. For this reason, **Jungheinrich's very well-trained technical advisers in direct sales** offer a detailed operation analysis to ensure that the right truck is selected.

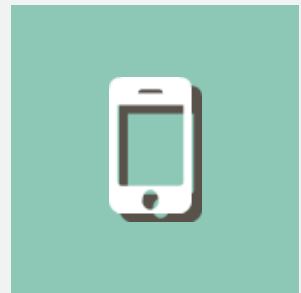
In the fast-moving rental business, a detailed operation analysis is unfortunately not always feasible. However, the operations are no less varied or complex.

From outdoor use in the mud to the hall floor, the requirements vary and require the choice of the right vehicle and its equipment. **Due to the high demand for advice**, Jungheinrich decided to provide its customers with **the best possible decision basis** for making their product selection decisions online — interactive and always available with digital advice.

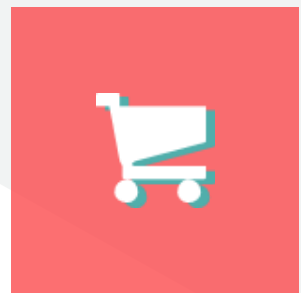
Goals of Jungheinrich



Consulting at eye level



User-friendly tool



Modern shopping experience



Qualified leads

Project requirements

As one of the world's largest and fastest-growing companies in the industrial sector, Jungheinrich wanted to offer more than just information. "We wanted an **interactive tool that is not only user-friendly**, but that also **advises our customers at eye level and delivers qualified leads** directly," says Christian, Jungheinrich's Process Manager in the Sales Division, about the requirements for the project.

"The challenge was to find a tool that could easily convey the complexity of our products and the different applications".

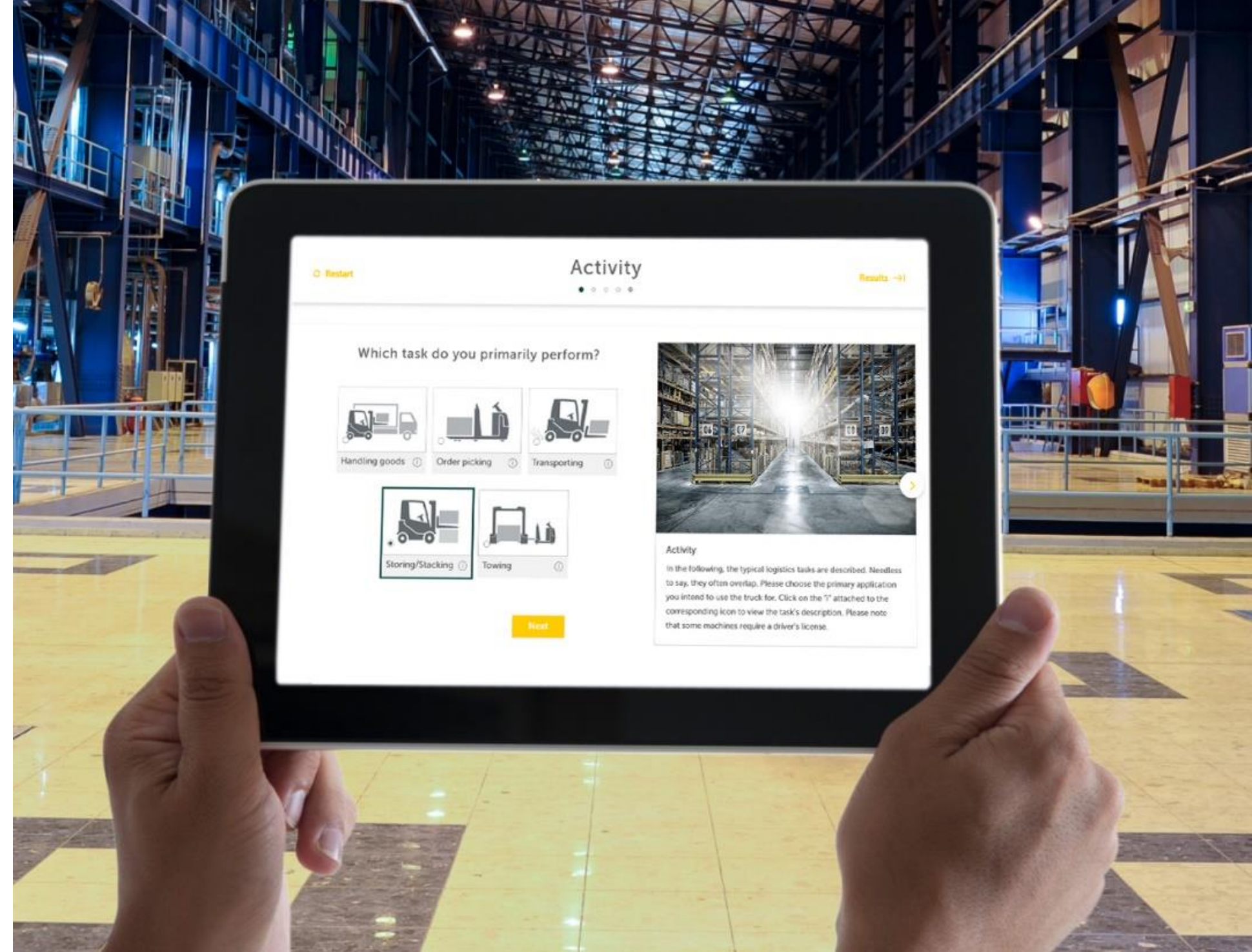
"A tool that can also display the selection from hundreds of different types of industrial trucks. We were looking for a system that would cover the **high demand for advice** as far as possible. Only a Guided Selling System came into question. A normal online search would not have been sufficient".

excentos solution:

A digital product advisor

The excentos product advisor offers a dynamic flow of questions that guides customers online to the right vehicle for their individual use:

- During the consulting process, customers **only answer questions that they can answer with confidence.**
- At the same time they are **informed about the product.** In this way, the rental consultant is able to dramatically simplify the complexity of the application analysis and guide each customer to a **well-founded purchase decision.**
- **Tedious calculations**, such as the dependence of the lifting height on the weight of the load, are calculated by the system and conveyed to the customer in a **user-friendly** way using a slider.



Project data

Industry : Industrial trucks, logistics systems, services

Solution : Online product advice for forklift trucks

Services : Concept, implementation, SaaS operation, consulting

Market: B2B

Languages : DE, EN, GB, DK, NL, AT, IE

Technology: excentos Workbench



Consulting that informs

"The excentos product advisor makes our customers aware that not all forklifts are the same. We have the right product for every purpose."

Christian, Process Management Sales,
Jungheinrich



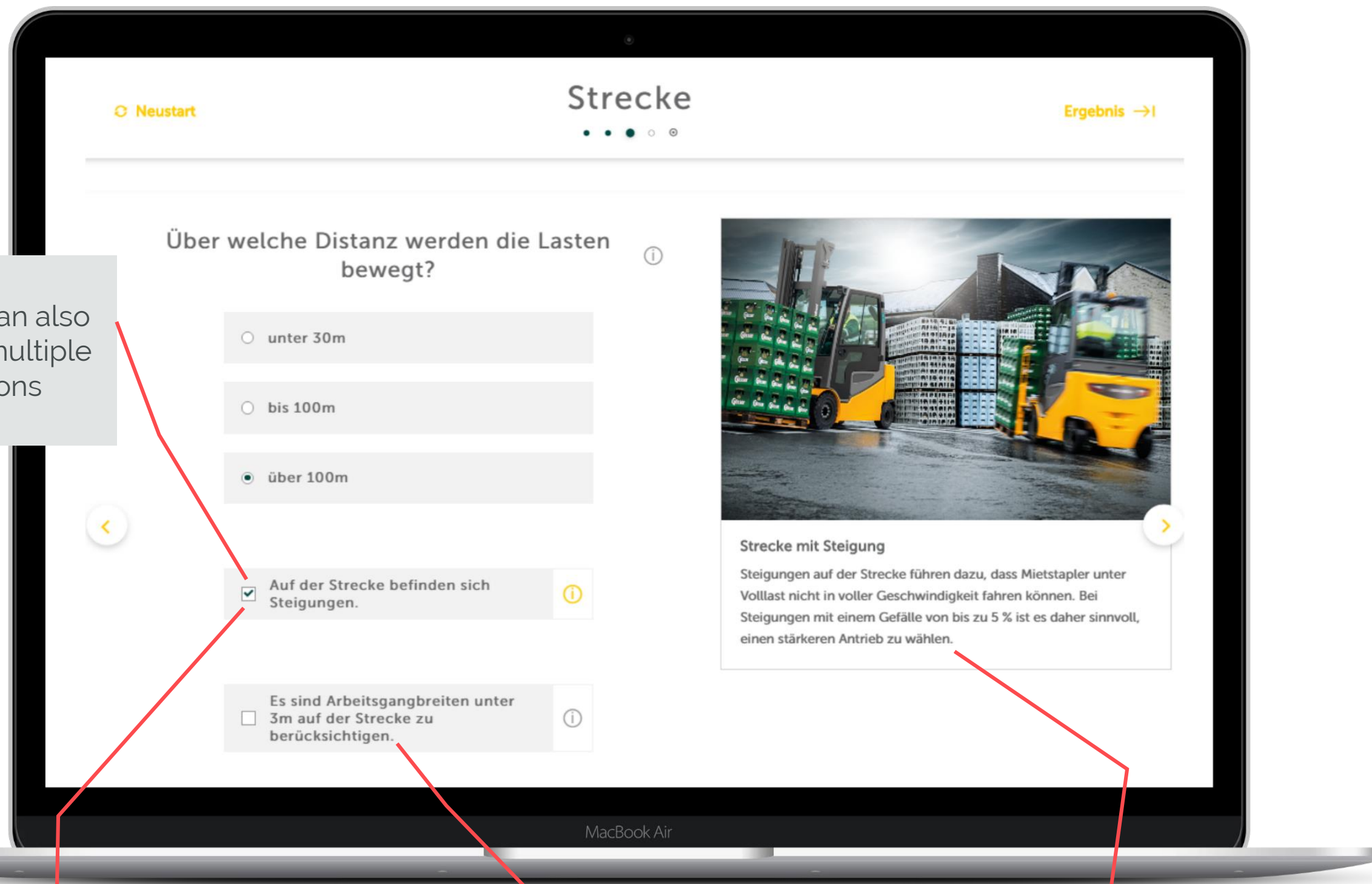
The advisor understands each customer and leads to the right forklift truck



Interactive shopping experience - 24/7 and personalized



Top user experience with modern, free themes



Users can also select multiple options

Topics that the customer would not have thought of are also mentioned

Complex dependencies are presented and communicated in a user-friendly way

Detailed explanations inform users about the product and the available options

Success Story excentos product advisor



"We are more than satisfied with the rental guide. It generates qualified leads for us and is a modern shopping experience for our customers."

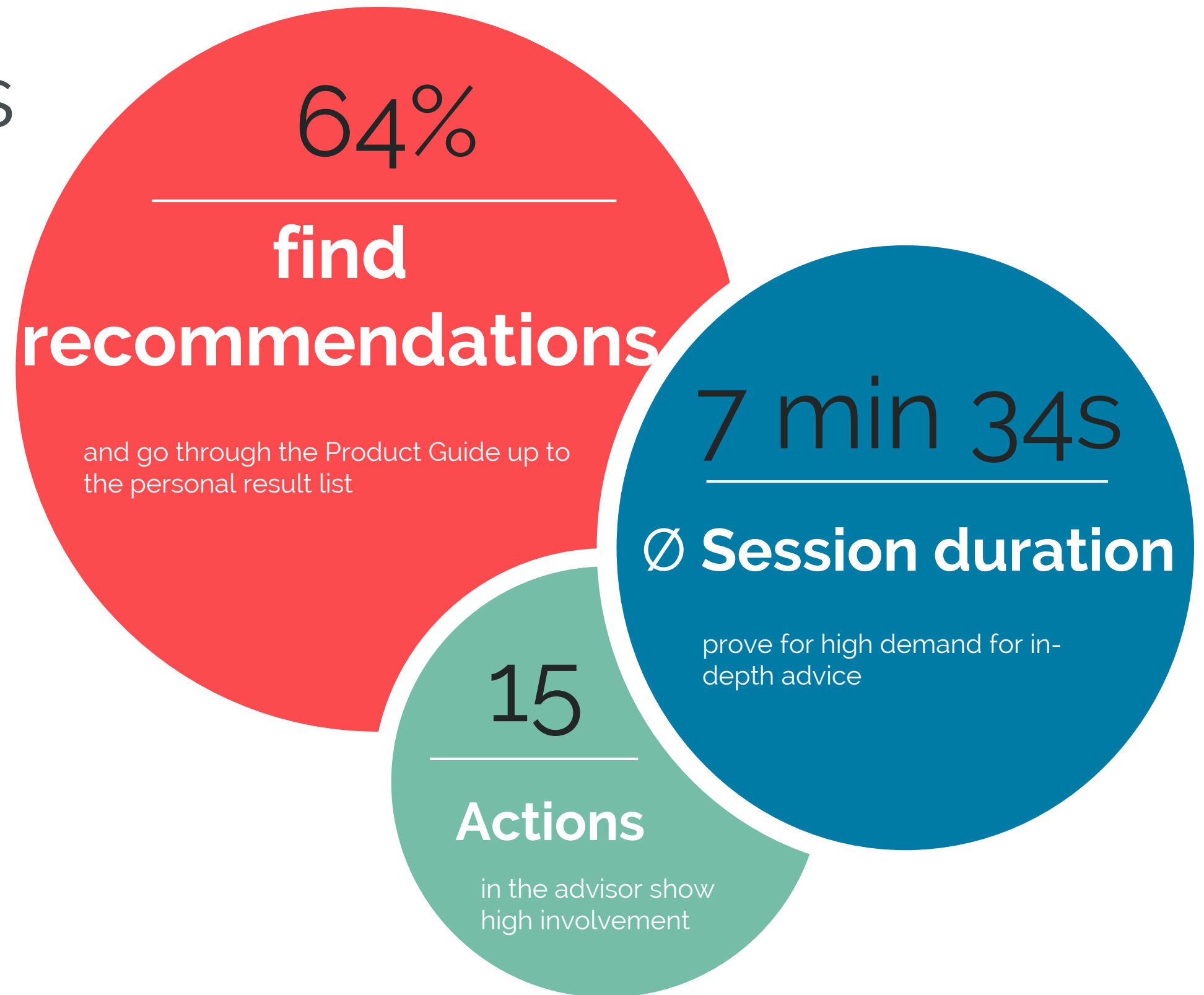


Seamless integration into Jungheinrich's website and database enabled the rental guide to be optimally integrated into the existing sales process. This is reflected in the significantly higher conversion rate of the rental guide users compared with users of the normal website search functions.

Measurable successes

Which key figures and conversion values has the product guide achieved?

- **64% find recommendations**
and have thus completed the consulting process, as well as received personalized product recommendations tailored to their requirements
- **extremely high session duration with over 7 min**
and intensive brand exposure. The users learned a lot about the product features and the product range.
- **intensive interaction with over 15 actions**
prove a very high interest in the features and intensive search for the best product. At the same time we collect valuable consumer insights.



Measurable successes: Increases

Key figures compared with the usage behavior of Jungheinrich website visitors



Higher session duration
through improved user experience

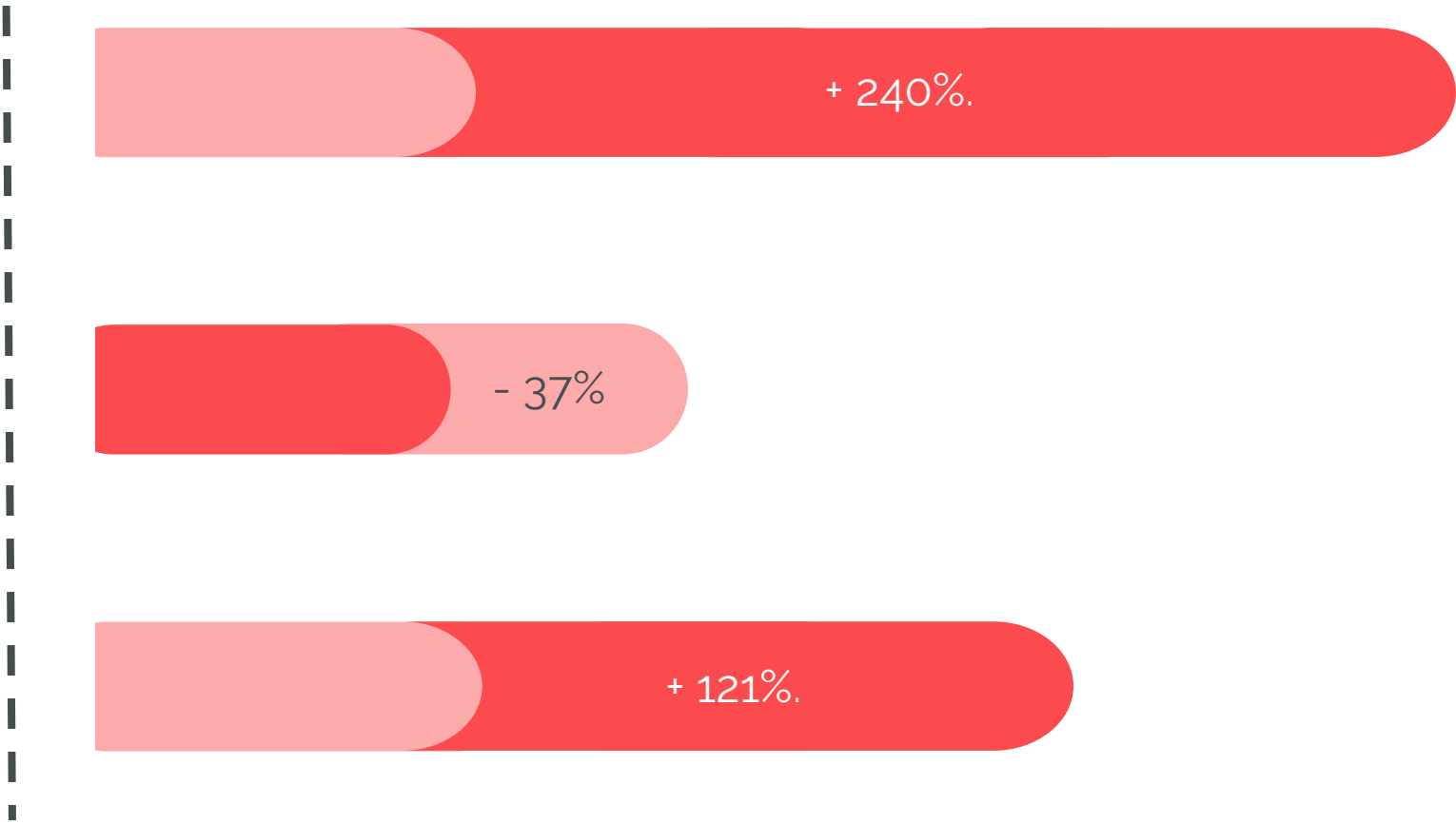


Reduced bounce rate
through consistent guidance of the user



More page views per visitor
thanks to a unique shopping experience

Advantages of the Product Advisor





Learn more
about your customers

The high demand for advice is demonstrated by the **very long time** customers spend in the product advisor: with an average session duration of **over 7 minutes**, a significantly **higher brand exposure** and customer loyalty was achieved.

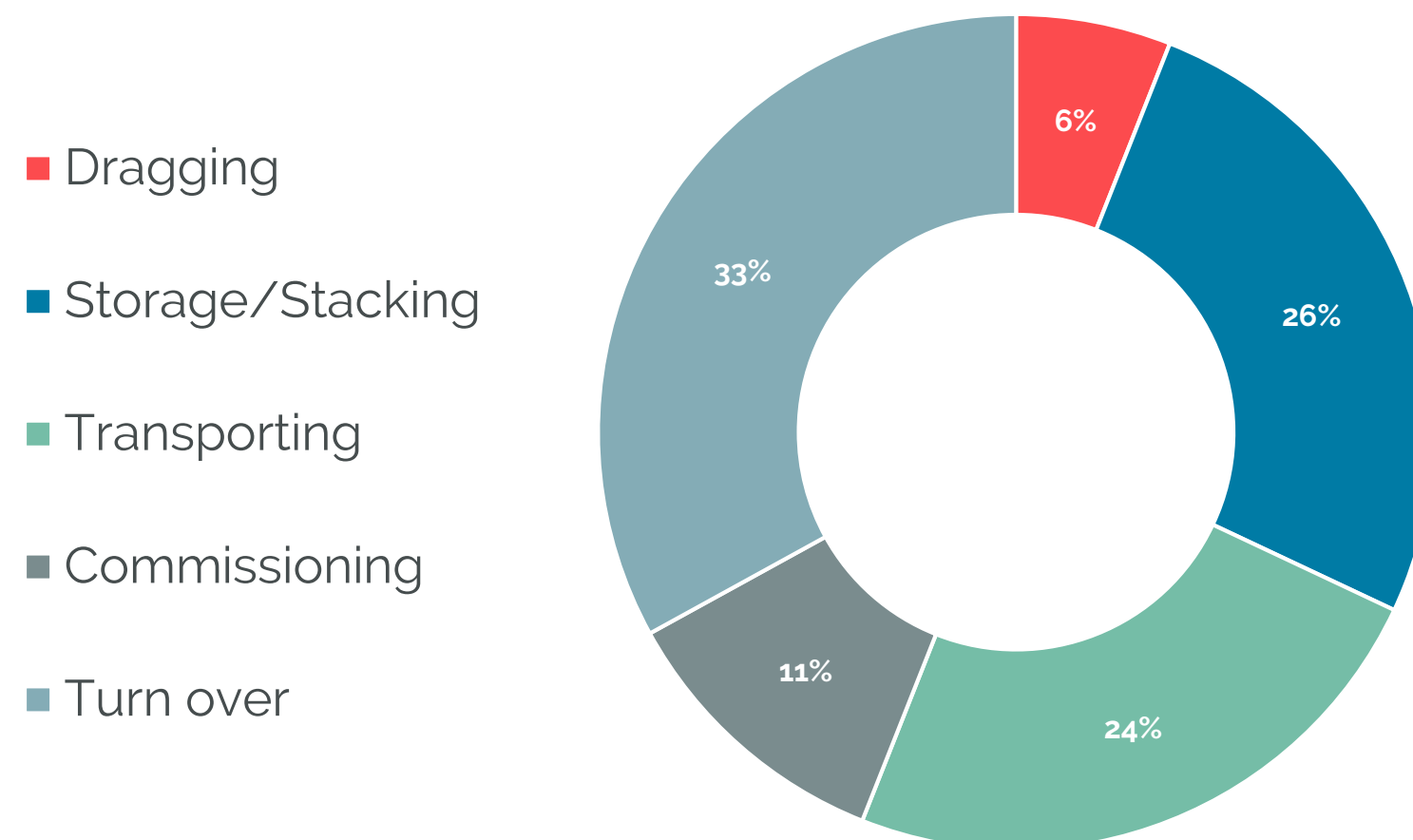
User satisfaction is also reflected in the **very low bounce rate** in the advisor. **Only 18% of users leave** the advisor before the end of the consulting process.

"We have received consistently positive feedback on the rental advisor from our customers," Christian confirms.

In addition, the rental advisor creates a **customer profile** during each consultation, which is available to Jungheinrich for detailed evaluation. "With the advisor's analytics data, our sales force can **address customers in a much more targeted manner**."

Successes: Valuable user profiles

Answers to the question: What do you need the machine for?



Source: excentos Web Analytics, usage data from 9 months



The valuable user profiles make it possible to identify purchasing trends and optimize the sales and marketing strategy.

Why excentos?

Fast, friendly and uncomplicated

excentos convinces not only with the **best price-performance ratio** on the market, but also with high commitment, extensive experience and extraordinary flexibility of services and technologies.



Flexible
technology



Faster
support



Best value for
money



Easy to
internationalize



Friendly and
experienced team



"We looked at the entire market of Guided Selling providers in a bidding process and, after intensive analysis, decided on excentos.

"We like the **solution-oriented and professional approach** of the excentos team very much. We can always rely on the **fast support** from excentos as well as the **experience of the team** and that is important to us", Christian describes the cooperation.

Why excentos?

An easy international rollout



"Of course **the flexibility of the technology** was also a decisive factor. With the excentos Workbench we can handle our consultants independently and in an **uncomplicated** way.

We can adapt the product advisor to our wishes at any time and carry out our international rollouts ourselves."

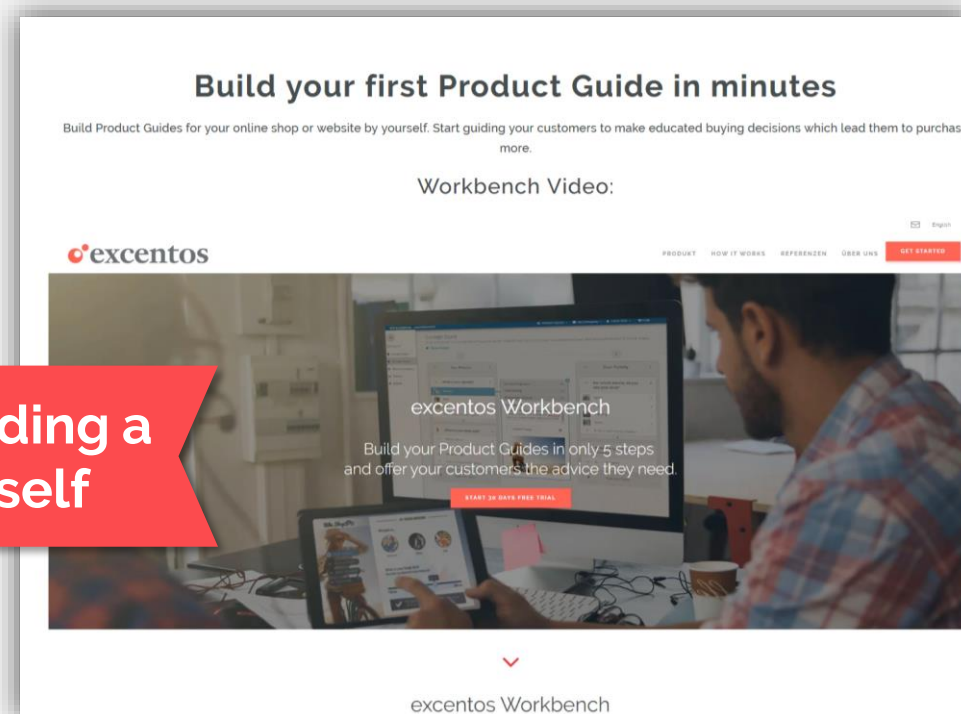
Jungheinrich already uses the product advisor in five European countries.



"If you already have a concept, building a Product Guide with the excentos Workbench is a piece of cake"

Christian, Jungheinrich

With www.excentos.com/workbench, excentos offers a platform with which every shop and website operator can quickly and easily configure Product Guides.



45-second video: building a Product Guide yourself

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