KEBA®

Automation by innovation.

CASE STUDY:

Digital Product Guide for Wallboxes

2023

excentos

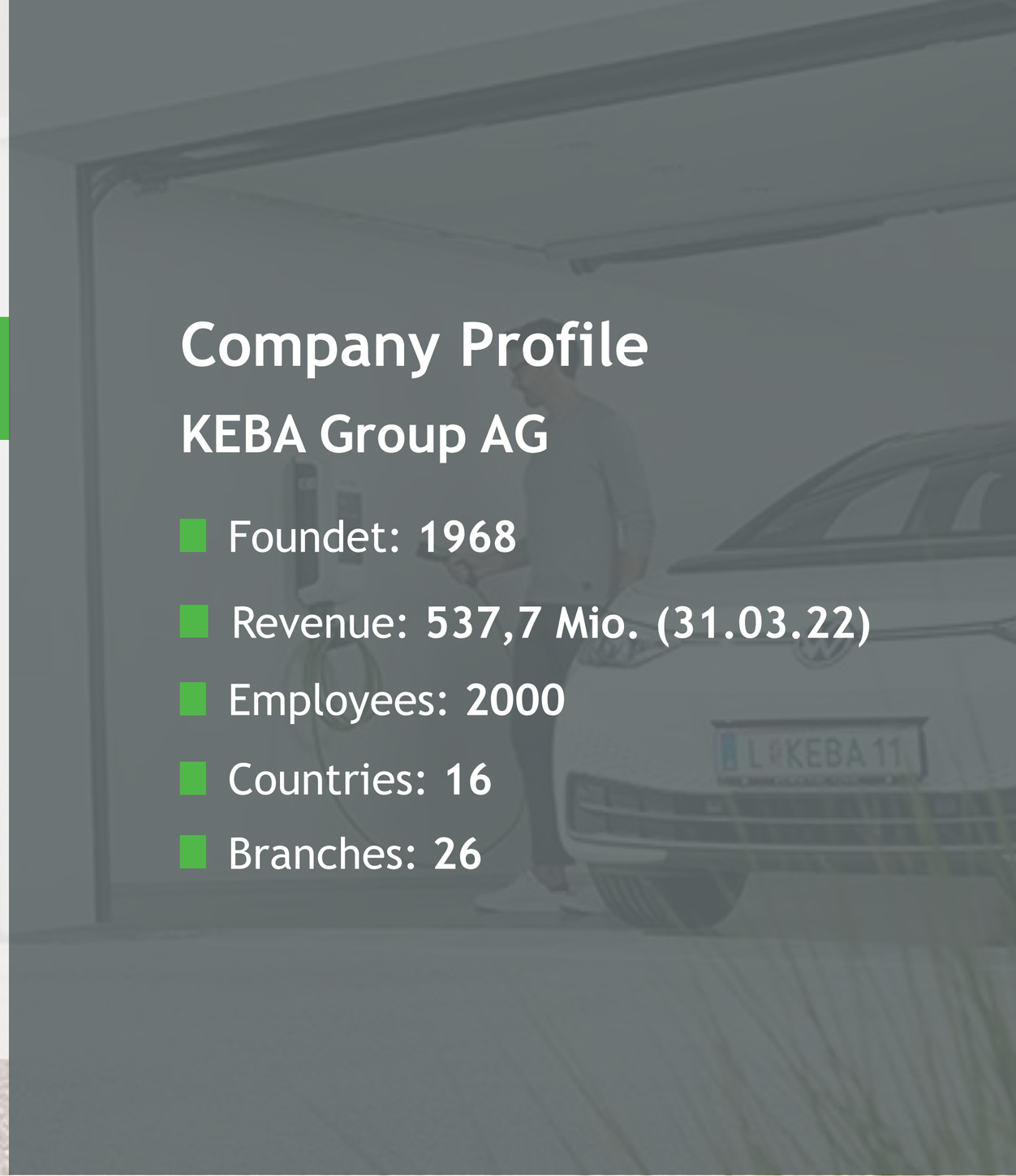
The Company

KEBA

KEBA was founded 1968 in Linz, Austria. It now has 26 branches in 16 different countries.

By developing pioneering automation solutions KEBA drives the use of digital technologies, alternative energy sources and sustainable resources.

B2C and B2B businesses from various industries benefit from KEBA‘s innovative solutions.



Company Profile

KEBA Group AG

- Foundet: **1968**
- Revenue: **537,7 Mio. (31.03.22)**
- Employees: **2000**
- Countries: **16**
- Branches: **26**

The Challenge

Use digital product advice to lead customers to the best matching solution:

In the field of electromobility KEBA focusses on the development of innovative charging systems (wallboxes) for private and commercial use.

KEBA offers a wide range of product series which cover pretty much every use case.

The challenge: Use cases can be very specific. Since there is a wide range of products it can be difficult for customers without technical knowledge to find the right wallbox.

The solution: KEBA uses digital product advice to guide customers through the product selection process. By providing best matching product recommendations it leads customers to a well informed buying decision.

Project Goals

Generate and convert leads

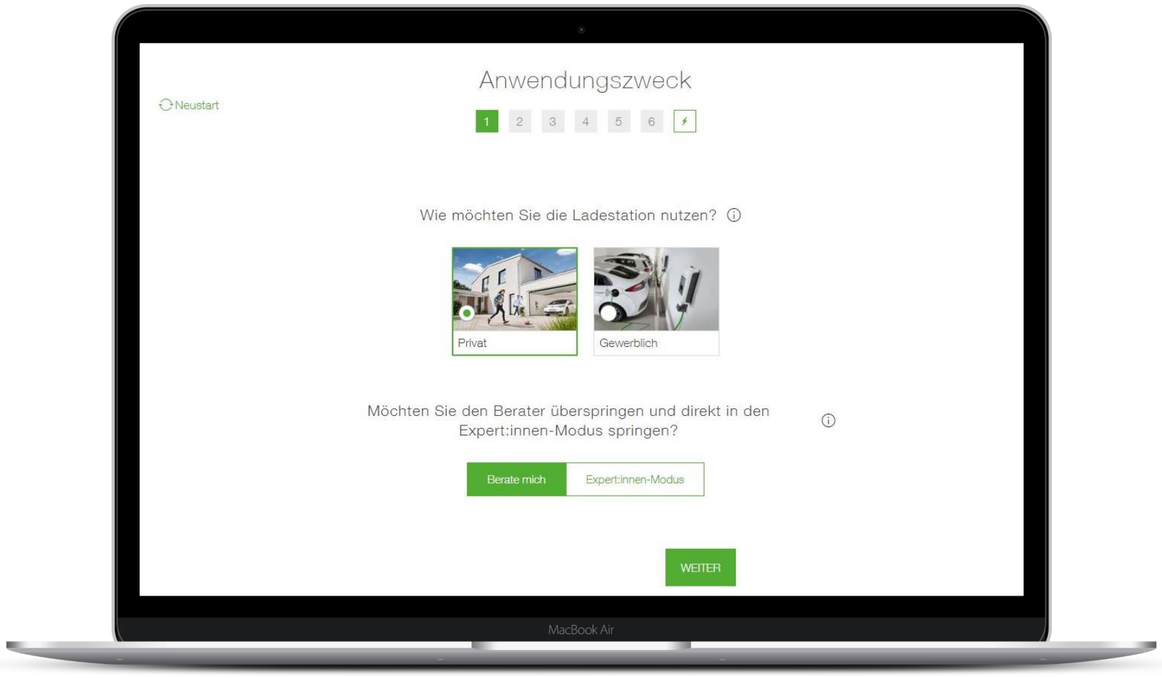
"*We use the Wallbox Finder to lead our customers to the best matching solution and to pave the direct way to our retailers.*"

Judith Eibl - Digital Marketing Manager

excentos Product Guide

Provide professional advice on your website

KEBA Wallbox Finder

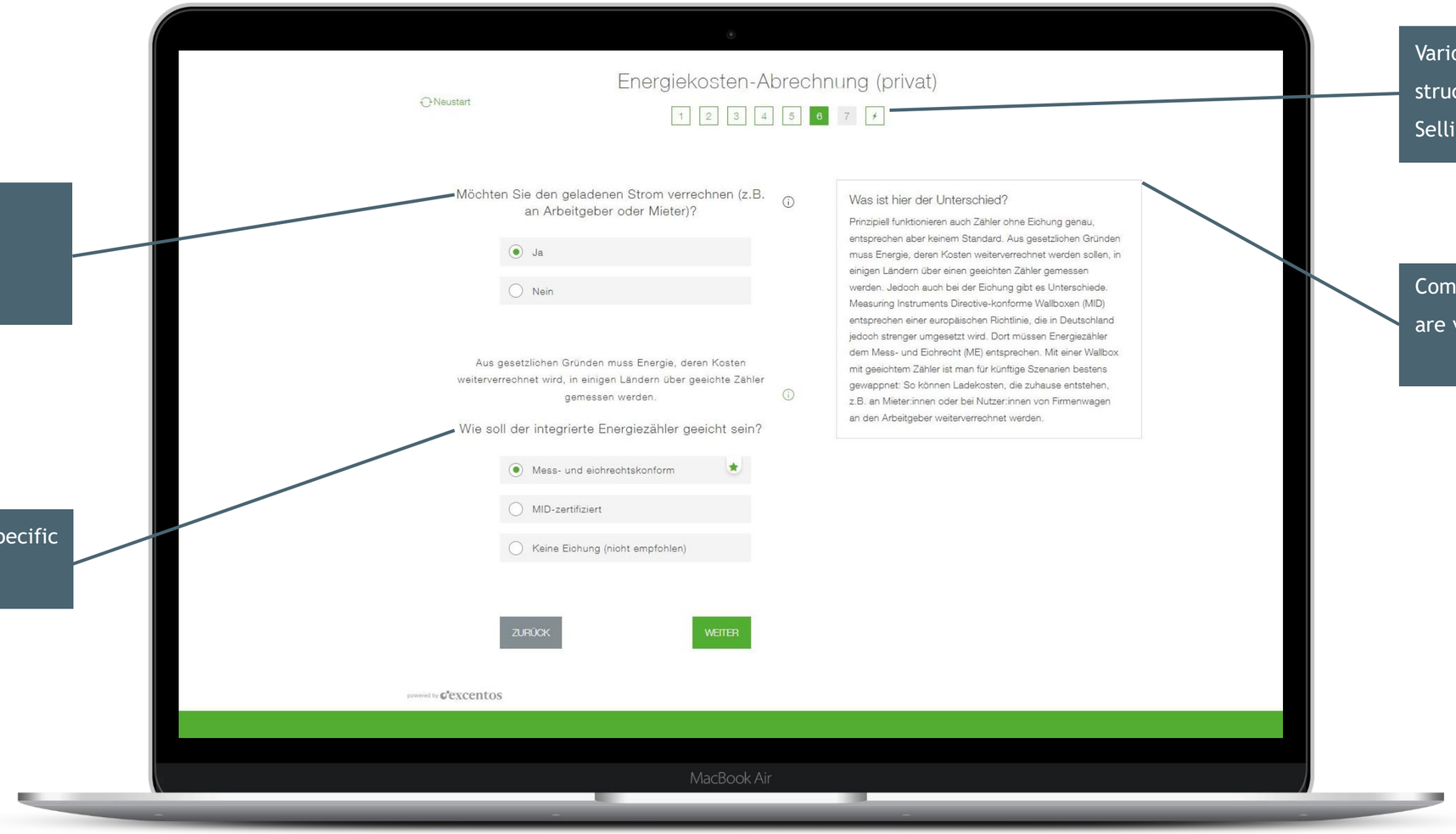


Customers understand which wallbox perfectly fits their needs:

- Two click paths in one Product Guide (B2C & B2B)
- Turns complexity into comprehensibility
- Daily updated representation of the entire assortment
- Recommendations that match specific use cases

excentos Product Guide

Simple questions guide customers through technical contexts



Use case specific questions for user guidance

Presentation of specific product details

Various stages structure the Guided Selling process

Complex features are vividly explained

Lead Generation

Call to actions in the product recommendations

By clicking the CTAs customers are able to download product detail pages or are directly forwarded to a retailer:

- Download recommendation as PDF
- Download product detail page
- Direct forwarding to a suggested retailer
- Find a retailer nearby

Performance Evaluation

The high session duration shows that customers have a high demand for product advice. 80% of users complete all stages of the Wallbox Finder and receive a suitable product recommendation.

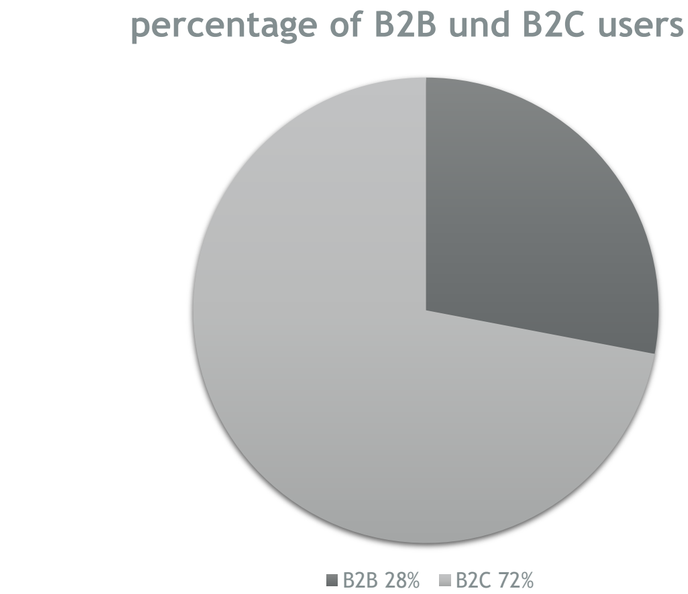
In the first 6 months of the project, around 7000 customers have already used the CTAs in the recommendations to find a retailer, or have been forwarded directly to a retailer.

Get the most out of User Insights

The Wallbox Finder provides valuable insights:

- Which target group needs product advice the most
- Selection preferences of the users
- Which product recommendations generate the most leads

KEBA uses these findings for further product development and for the expansion of their product range.



These valuable user profiles show buying trends which can be used for optimizing the sales and marketing strategy.

Learn more about users needs

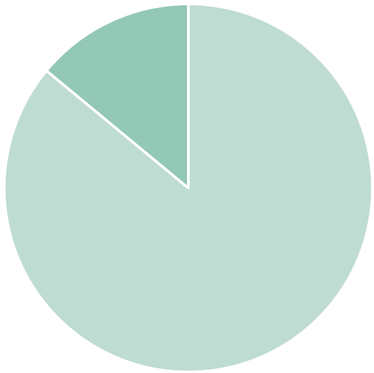
Taking the Wallbox Finder as an example:

The user click paths provide interesting insights into different target groups and their selection preferences. From this, you can easily see which product features are particularly important to customers.

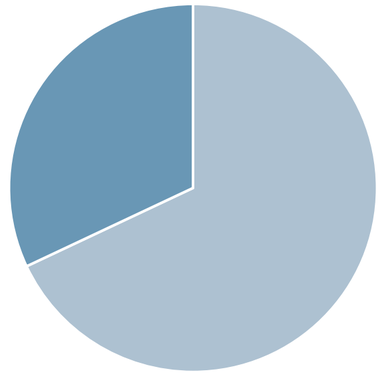
- How many wallboxes do you want to install?
- Do you plan to connect the charging station to an energy management system?
- Do you want to charge the electricity?
- Should the charging station only be accessible to certain users?

This is a great advantage for product development and assortment expansion, because those who understand the needs of their own customers can optimally adapt their product range.

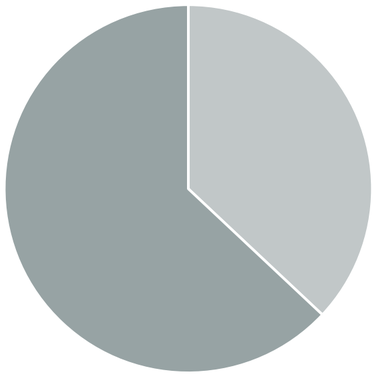
Number of Wallboxes



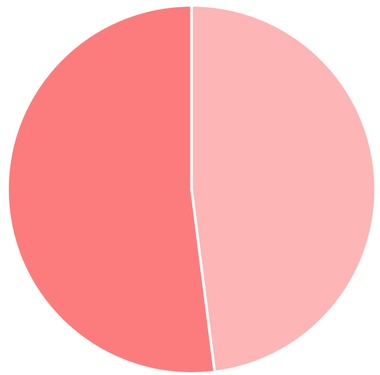
Energy Management System



Charge Electricity



Access Restriction



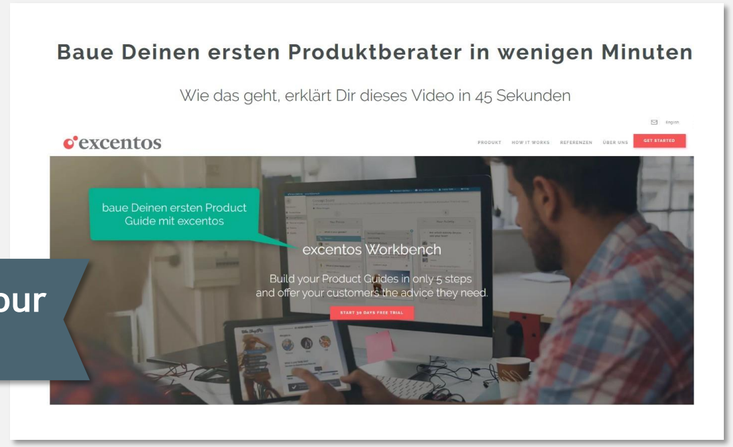
Why excentos?

„With the help of the experienced project team from excentos we are able to implement our ideas and make our Wallbox Finder even better. "

Judith Eibl - Digital Marketing Manager

- Intuitive self-service platform: excentos Workbench
- Unlimited product data
- Seamless real-time integration of additional product data
- Easy website implementation by using one line of integration code
- Reliable contact person and regular optimization sessions
- Rollout of the Wallbox Finder in multiple countries

Conceptualize and design your own Product Guides with the excentos Workbench. Learn more about our self-service platform: www.excentos.com/workbench



45 seconds video: Build your own Product Guide

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