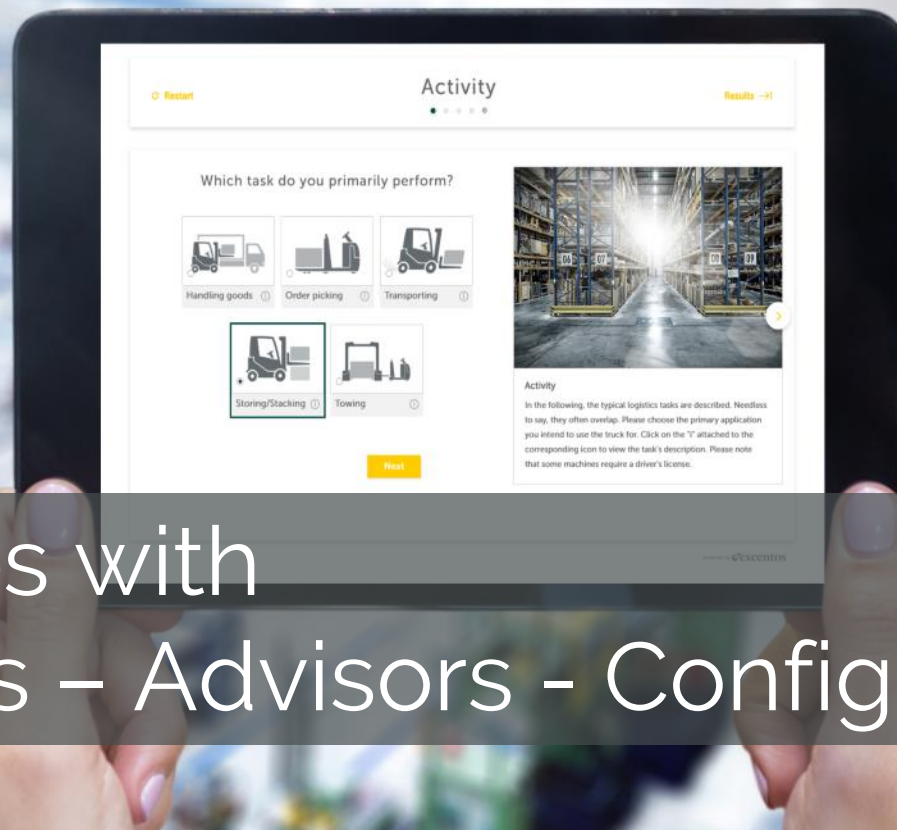


Digitize your Sales with Product Selectors – Advisors – Configurators



o'excentos

CONTENT

- problem & solution
- product & platform
- benefits
- features
- examples & references
- architecture

excentos Software GmbH
Potsdam / Berlin, Germany

2020

EXCENTOS PRODUCT GUIDE

[See a demo](#)

Asks for buying needs
and creates demand

Individual
recommendations

Supports your sales
strategy individually for
each target group

Cross category
browsing with great
user experience



GUIDED SELLING WITH EXCENTOS

excentos' Guided Selling
is Europe's leading SaaS
platform for Product
Search and Advisors

73 % of all users seek for Online Advice like in a specialized store

interactive catalogue

all products explained as easy as possible

Self-service

create Product Guides yourselves in the excentos.com/workbench

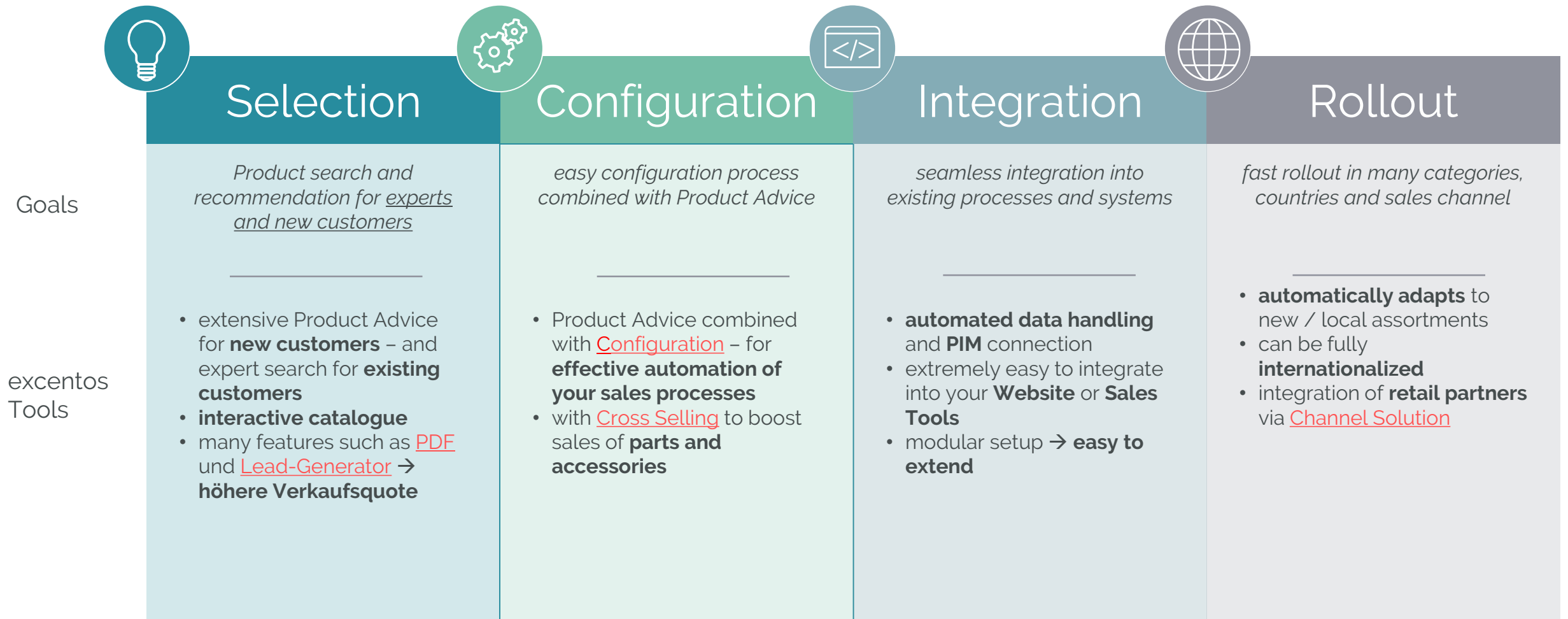
Quick Results

direct revenue increase & continuous optimization

Easy Rollout

in as many markets, channel systems, instore solutions, ... as you like

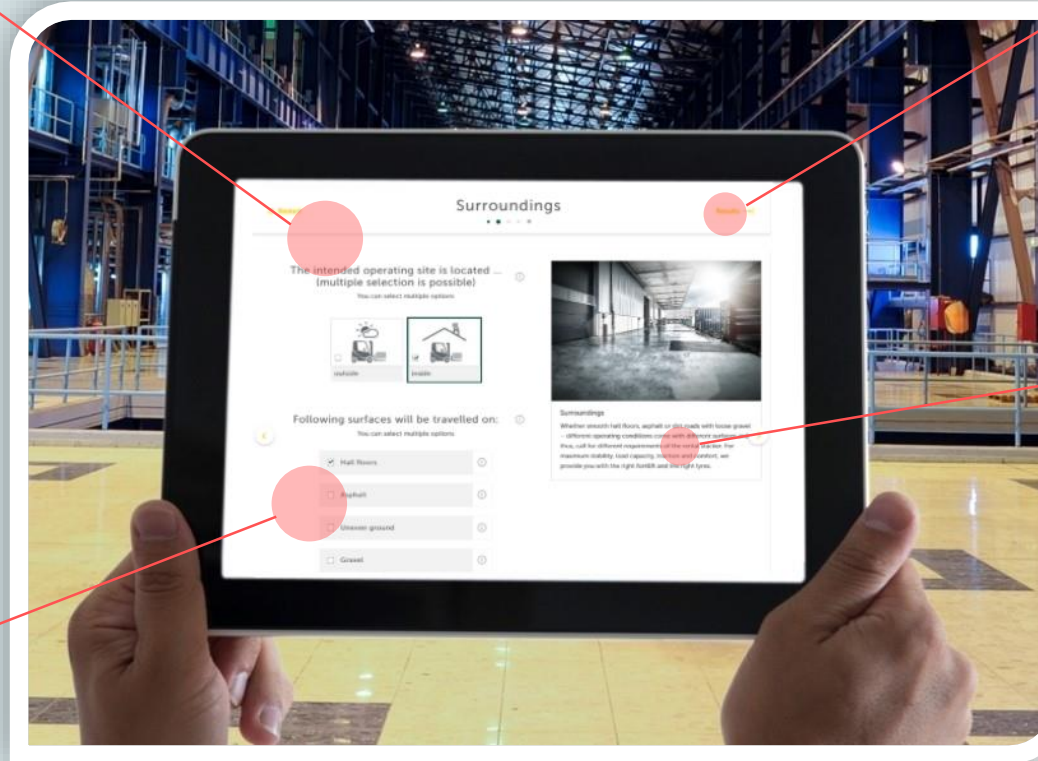
advice & configuration for industry products



example: forklift advisor for jungheinrich

perfect for large and explanatory assortments

simple-to-answer questions only, even though the products are very complex

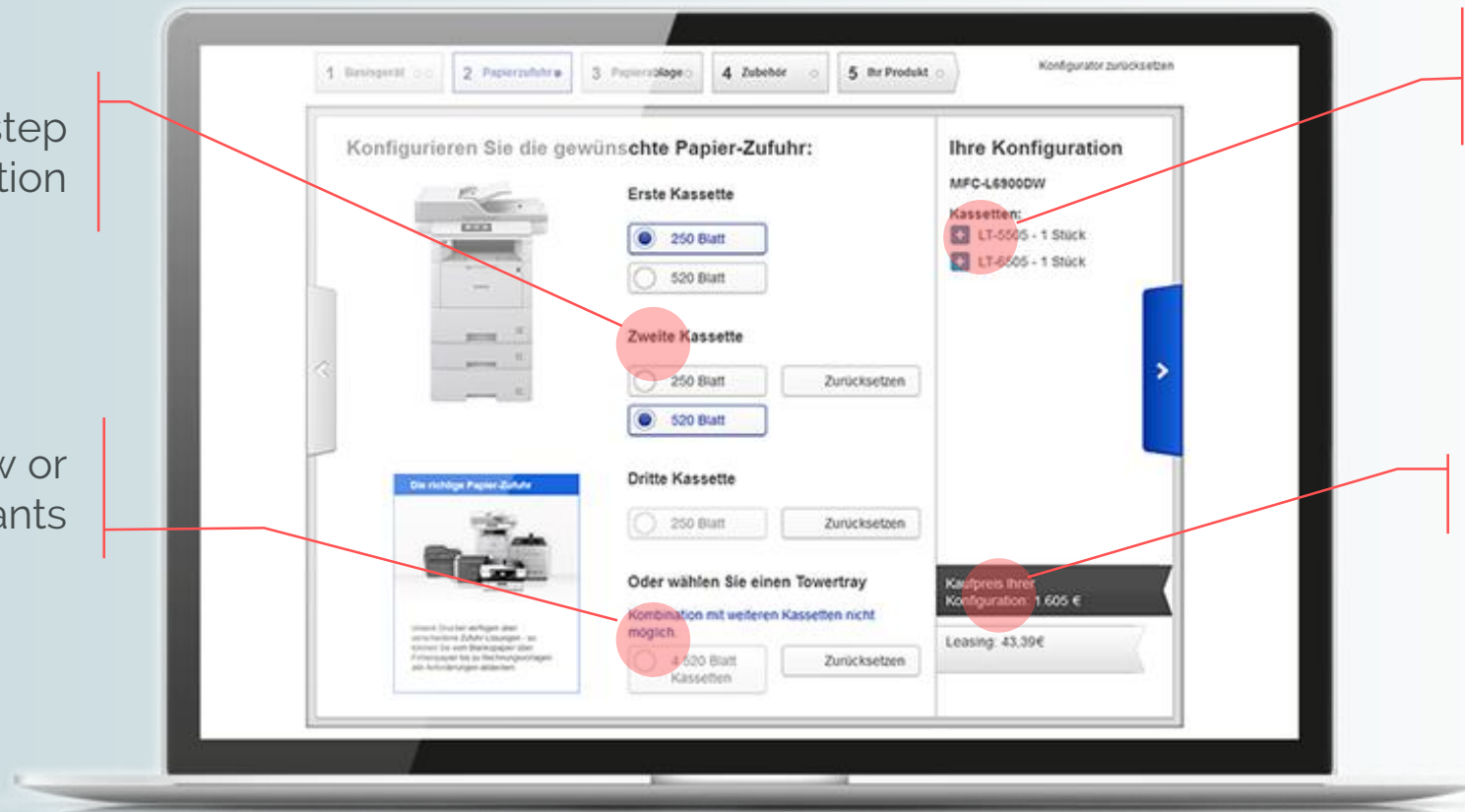


expert search for experienced users;
guided advisor flow for new customers

detailed product marketing –
presented right in the
moment of buying decision

see [example](#)

example: configuration for brother



step-by-step
configuration

transparent results at
every step

interactives show or
hide variants

dynamic price calculation

[learn more](#)



Brother Industries Ltd. was founded in 1908 as Yasui Sewing Machine Co. in Japan. What started as a repair shop for sewing machines quickly expanded into different industries. These days, Brother is one of the worldwide leading producers of printers, multifunction printers, desktop computers, sewing machines, label printers, typewriters, fax machines, and other computer-related electronics. Therefore, Brother's product range is wide and needs additional explanation.

In 1958 Brother established its first regional sales office in Dublin and already in 1962 the Brother International GmbH in Hamburg, Germany was founded. With subsidiaries and sales offices spread over the entire globe Brother's yearly revenue reaches several billion USD.

Brother relies on excentos Product Guides and Product Search since 2008.

THE TASK

IMPROVING THE FINDABILITY AND PROVIDE EXPERT PRODUCT ADVICE FOR ALL PRODUCTS OF BROTHER

- Provide expert product advice and navigation across categories - e.g. enable a search across categories for printers, scanners, and multifunction printers
- Offer detailed product advice for new customer with little prior knowledge and a quick search for existing and experienced B2B customers
- Explain the special features of every product
- To display frequently changing product range and prices dynamically
- Seamless integration into the Brother website
- Lead generation with CRM integration; integration of Product Guides into channel partners websites

OUR SOLUTION

EXCENTOS PROVIDES THE ENTIRE PRODUCT SEARCH AND NAVIGATION FOR BROTHER

- **Quickfinder** a quick search - for customers that know their desired product's requirements
- **Product Guides** that advises customers step by step and leads them to the right product
- Both solutions are based on the same data and recommendation behavior
- A direct link to Brother's product database with automated data import
- **Lead Generation** including E-mailing and CRM integration
- **Channel Solution** for an easy integration into your channel partners websites

Printer Guide

Scanner Guide

Quickfinder Printer

Quickfinder Scanner

Printer Cost Analysis

Product Guides Lead Generator

- Expert sales advice across several product categories like from real sales expert
- Precisely adjusted recommendation behavior
- Explanation texts and images inform customers about Brother's innovations and lead customers to a buying decision
- Content elements of Brother's CMS e.g. detailed product pages are directly integrated
- A convincing Reasoning explains every product recommendation
- Intelligent alternatives: matching recommendations even if not all requirements are fulfilled
- Result: high user activity, users stay longer on the website, increased brand loyalty and an increased conversion

Personalized recommendations

Need oriented facet search

Individual reasoning

Top usability and optimized widgets

Case Study
more infos online

Product Guides for Brother

- excentos covers the entire search and navigation of www.brother.de
- Quickfinder for fast faceted search, Product Guides for new customers
- seamless integration with PIM, CMS and web frontend

brother.

OUTCOMES

45%

higher conversion



55%

higher cart values



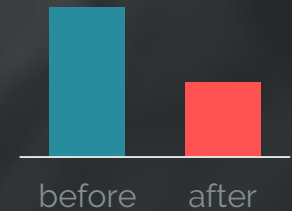
+ 100%

brand exposure



up to 15%

reduced returns



BASED ON A SEGMENTATION CASE STUDY WITH 6 MONTHS USAGE DATA

What our customers say

 **WM GROUP**

“great tool

to showcase our large product assortment“

Online Marketing Manager, 2019

 **myToys**

“3 times

more transactions with excentos“

Shop Manager, 2018

 **yomonda**

“we **know so much more**
about our customers now “

Marketing Manager Yomonda, 2018

TOSHIBA

“factor 5 more conversions
than with any other search tool“

eCom Manager, Toshiba

 **VAUDE**

“7 min visit duration, that is
4 times more than before “

Head of Trade Marketing & eCom, 2019

SportScheck

**“reduced returns by
several 100k€**
within some months only “

SportScheck, 2017

Globetrotter



“we’ve got the **black belt in advising customers**
and we now
digitize our expertise with excentos“

Head of eCom, 2019

 **ROSSMANN**

“in an **intensive 6 months live comparison**
of the two major leading self-service platforms,
we clearly decided for excentos:
smarter AI, better platform + customer service + prices.“

Customer Retention & eCommerce, 2020

Key Features

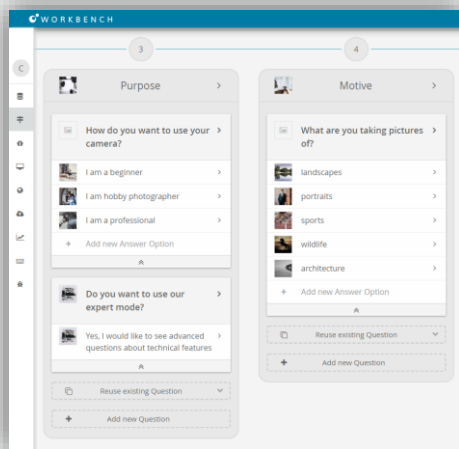
EXCENTOS UNIQUE KEY FEATURES FOR YOUR PRODUCT GUIDES

Many more features see <https://www.excentos.com/en/guided-selling/product-guides>

Modular architecture + many Features = scalability

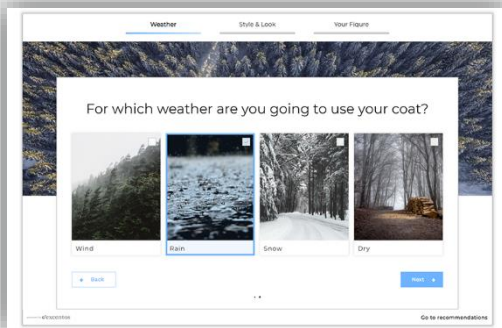
excentos core functionality

knowledge about products, buying needs & trends and recommendation behavior



Workbench

click on images for more details



Free Themes



Analytics

Features and add-ons

add functionality and integrate with your systems



more infos in [features](#) and [how it works](#)

Key Features

GUIDANCE AND EXPLANATIONS



Sell more & at higher margins
reduce returns

[more infos](#)

CROSS SELLING WITH ADVICE



Intelligent recommendations
for relevant bundles

[more infos](#)

INSTORE ADVISOR

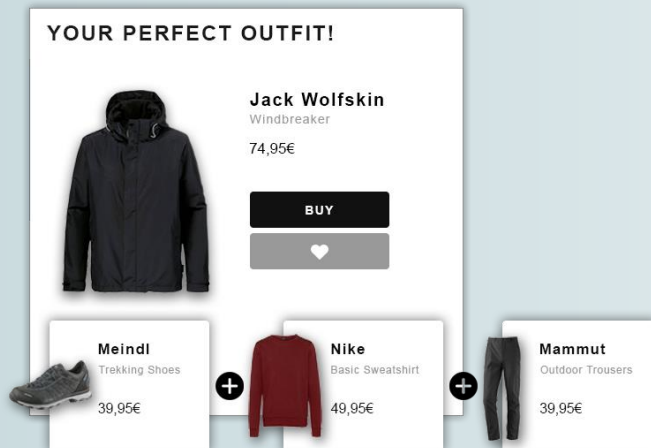


Many Multi-Channel
features

[more infos](#)

Key Features

CROSS SELLING



Intelligent
recommendations
for relevant bundles

[more info](#)

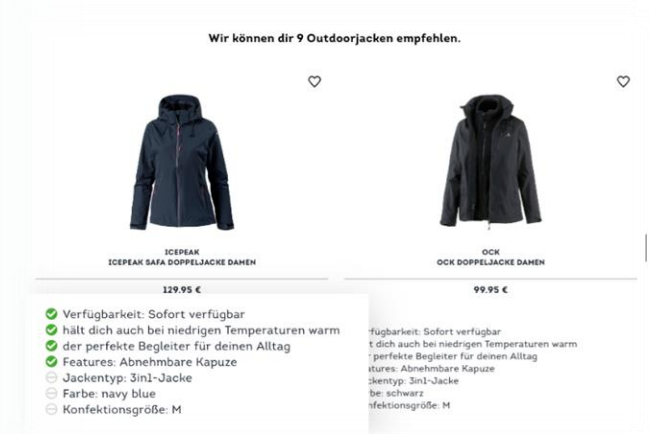
INSTORE ADVISOR



Many multi-channel
features

[more info](#)

PERSONALIZED REASONING

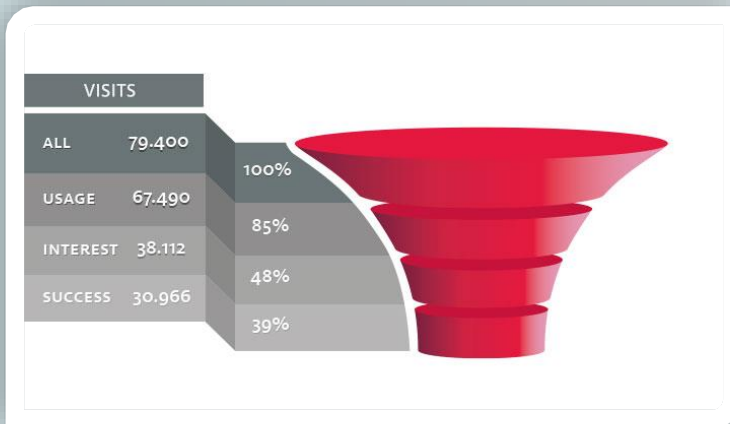


Convince your customers
with personalized arguments

[more info](#)

Key Features

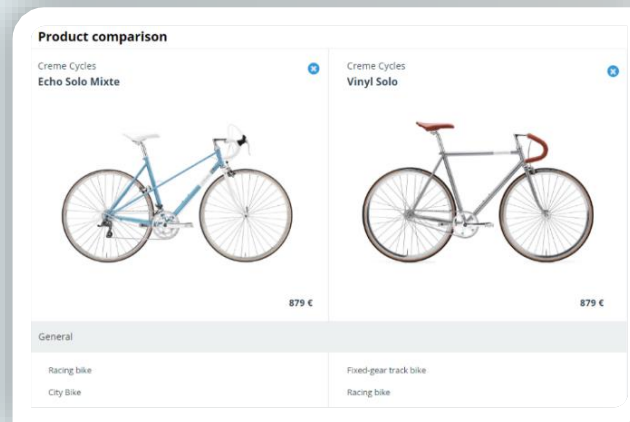
WEB ANALYTICS



Collects valuable user answers and shopping desires

[More infos](#)

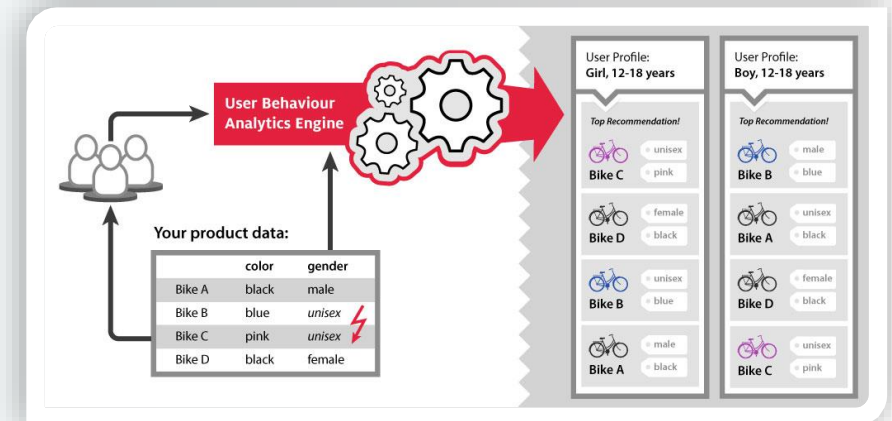
PRODUCT COMPARISON



Perfect overview

[More infos](#)

SELF-OPTIMIZING RECOMMENDATIONS



Usage data from the cloud for even more intelligent recommendations

[More infos](#)

Key Features

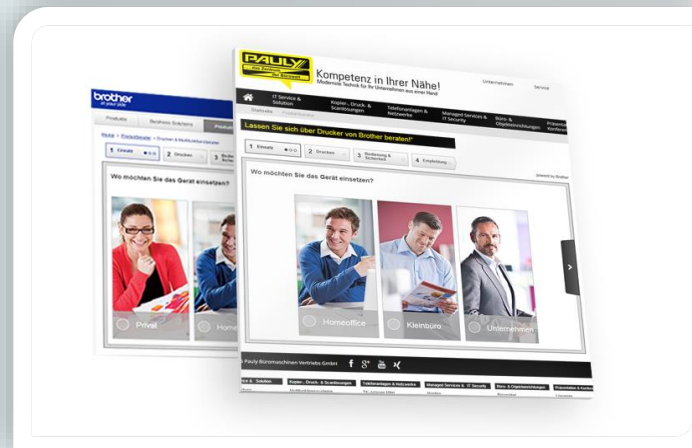
FLEXIBLE LEAD-MANAGEMENT



Process covers all sales partner; CRM integration

[more infos](#)

CHANNEL SOLUTION: YOUR ADVISORS @ RETAIL PARTNERS



More sales and customer service in partner websites

[more infos](#)

PDF-GENERATOR: INTELLIGENT BROCHURES



Save recommendations in good old document

[more infos](#)



Chatbots: A human-like Product Guide conversation

- natural language processing for human-like interaction
- communicates with excentos recommender to fetch great product recommendations
- integrates in web browsers and many assistant / chat apps



See video of Chatbots live in action

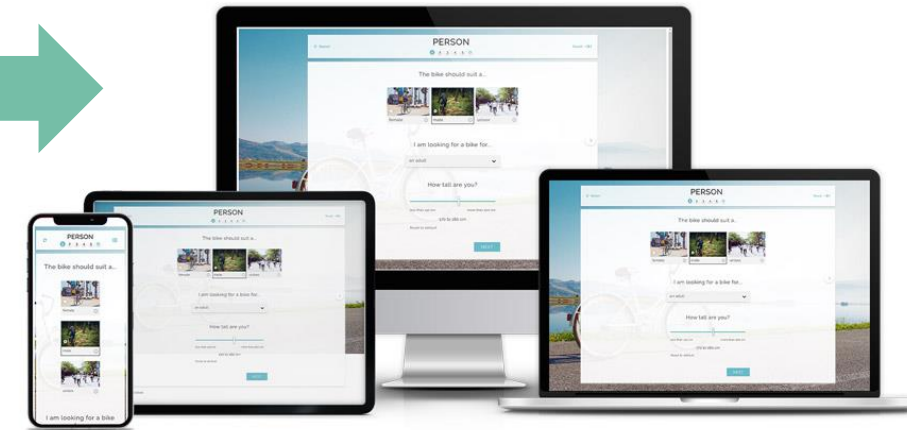
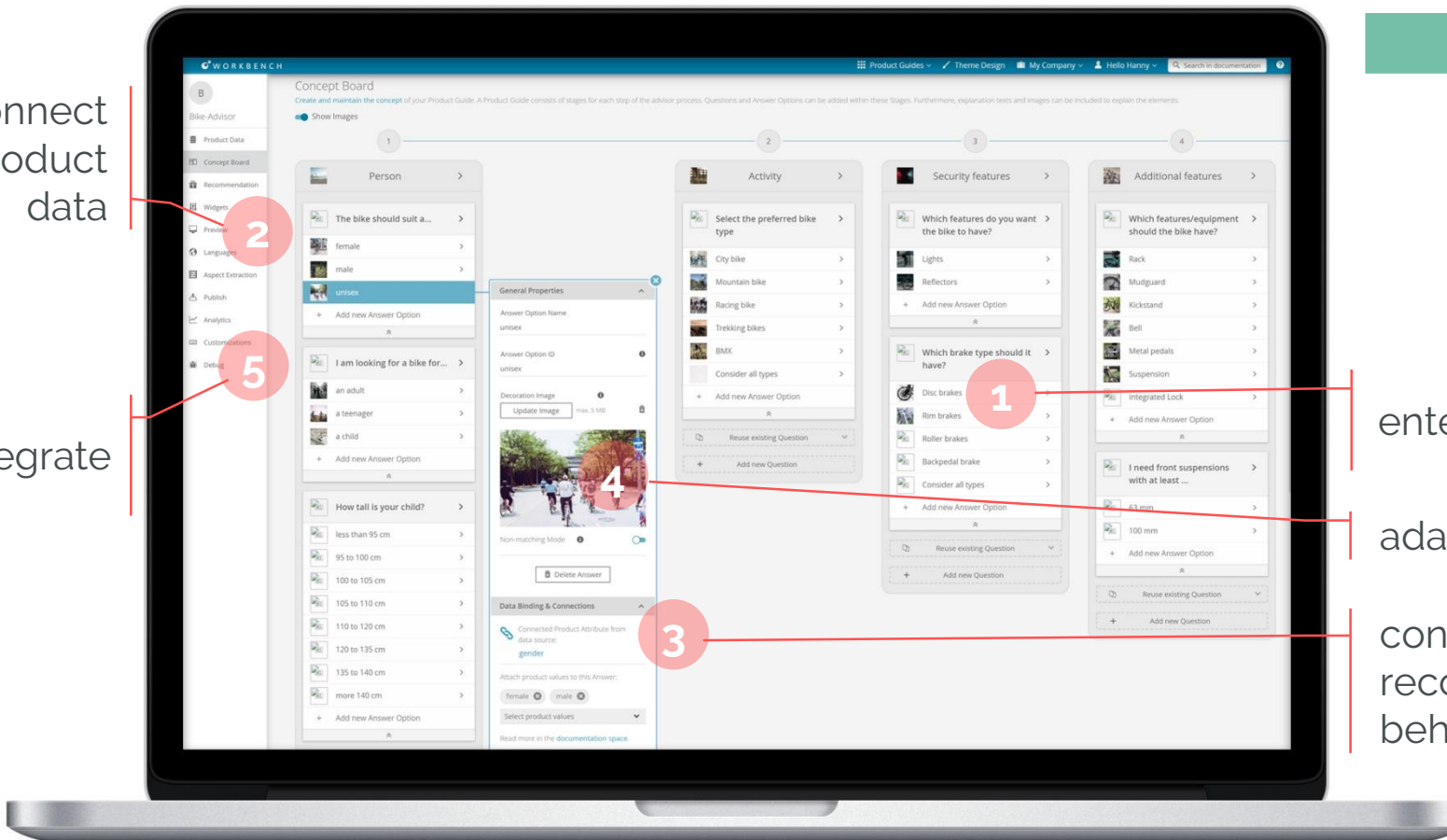
Workbench: Build Product Guides yourselves

in only 5 steps from concept to go-live:

direct preview... and Go-Live!

connect
product
data

integrate



enter all content

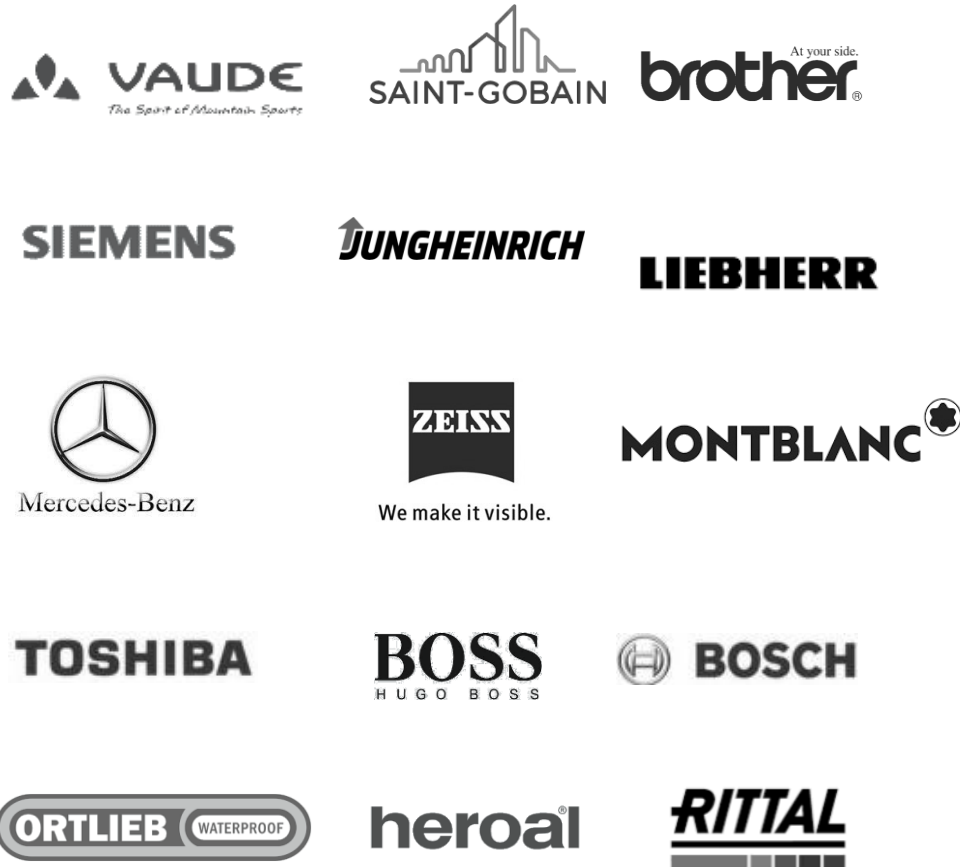
adapt design

configure
recommendation
behavior

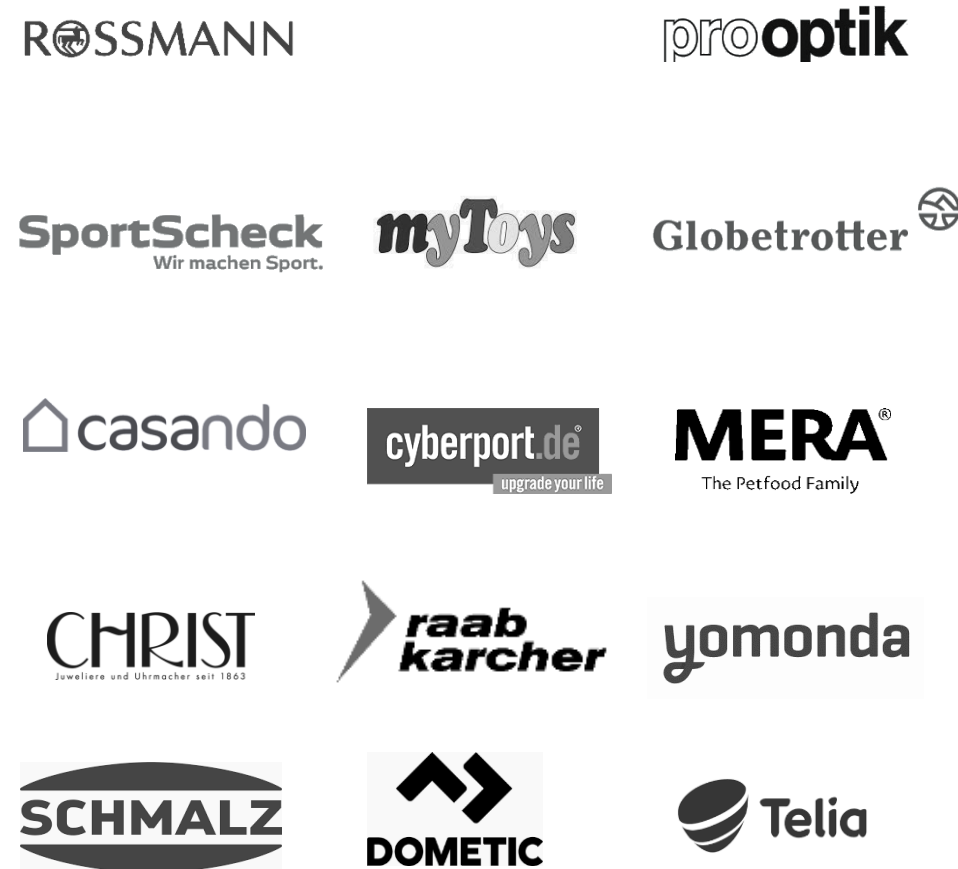
more info

References

Brands



Retail



Others



jungheinrich b2b case study (see also [online](#))

Very high customer engagement and low bounce rate:



Christian Kühl,
Process Management Sales
works with excentos since 2016



5 min 54s average visit duration



18% visits have bounced (left the website after one page)



14.9 actions (page views, downloads, outlinks and internal site searches) per visit

“excentos succeeded to show to our customers that **every forklift is different**, and that we’ve got **the right tool for every usecase**”

“we are **more than happy with excentos** – the Product Guide **generates powerful leads** and creates a great shopping experience”



“The **Advisory** is – next to the machine – an **essential part** of customer satisfaction.”



The Jungheinrich Product Guide is rolled out internationally and maintained by Jungheinrich in the excentos \X\orkbench



The mission

A SUITABLE VEHICLE RECOMMENDATION FOR EVERY APPLICATION

- recommend **suitable vehicles** for every user **regardless of previous knowledge**
- certification of Jungheinrich's consulting competence also in the online sector
- take many **specifications** into account (e.g. place of use, the weight to be moved, soil conditions)
- make **complex calculations** very simple: e.g. load capacity diagram as a function of lifting height using a simple slider
- map changes in the assortment, availability and prices dynamically
- Integration in the sales process of Jungheinrich rental vehicles

Our solution

DIGITAL SPECIALIST ADVICE FOR EVERY CUSTOMER REQUIREMENT

- easy-to-use consulting process that clearly covers many relevant requirements
- clear product comparison
- a dynamic question flow that is able to respond well to special requirements
- step-by-step advice with detailed explanations
- direct connection to the Jungheinrich product database with automated import
- After querying all information, the user profile for a rental contract can be passed on to the Jungheinrich processes
- Can be flexibly expanded for other markets and sales channels thanks to modular Guided Selling technology

JUNGHEINRICH RENTAL CONSULTANT (DE)

JUNGHEINRICH RENTAL CONSULTANT (AT)

JUNGHEINRICH RENTAL CONSULTANT (GB)

JUNGHEINRICH RENTAL CONSULTANT (DK)

JUNGHEINRICH RENTAL CONSULTANT (NL)

(then enter a valid postal code and click on "start consultation", from then on the excentos-forklift-advisor will advise you)

or

download our detailed Jungheinrich Case Study as PDF

JUNGHEINRICH CASE STUDY PDF

Case Study
further infos online

Gabelstapler-Berater Jungheinrich

- **simple selection** in a large product range, even for complex specs and features
- deliver **qualified user profiles** for the sales team
- increase service quality in key EU countries





VAUDE is a German producer of mountain sports equipment and was founded in 1974 by Albrecht von Dewitz. The family-run business particularly prides itself on producing products which are environmentally friendly. They are also a member of the Sustainable Textile Committee. In 2015, VAUDE was awarded as being "Germany's Most Sustainable Brand" and in 2012, they obtained turnover of around 100 million euros and an employment quota of 1600 employees.

VAUDE relies on excentos' product advice technology to offer their customers a high quality online service.

Proposal

Our Solution

Case Study
further info online

COMPARABLE TO THAT OF

that of a top outdoor sales

specialist

- Serve different target groups with expert knowledge so that newcomers can quickly and easily find a product and

INTELLIGENT PRODUCT GUIDES FOR EVERY KIND OF OUTDOOR ENTHUSIAST

- Intelligent consultation process which covers everything required to make a purchasing decision
- Seamless integration into the VAUDE website and branding
- Additional branding which emphasizes VAUDE's commitment

Tent advisor for VAUDE

- finds the perfect tent for every adventure
- Cross Selling recommends accessories depending on the selected usecases
- product comparison allows easy overview
- seamless integration into VAUDE-website

