

Empowering **manufacturers**, **foryouandyourcustomers** specialises in crafting **digital sales solutions** that ensure seamless omnichannel experiences and drive success in the ever-evolving digital landscape.

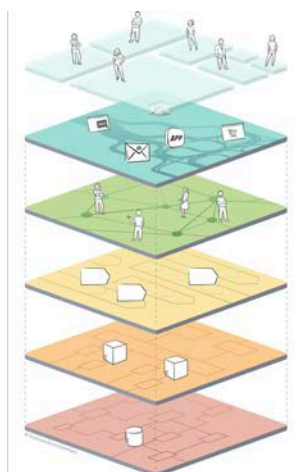
Omnichannel Sales for Manufacturers

B2B decision makers are using more channels than ever before to interact with suppliers.

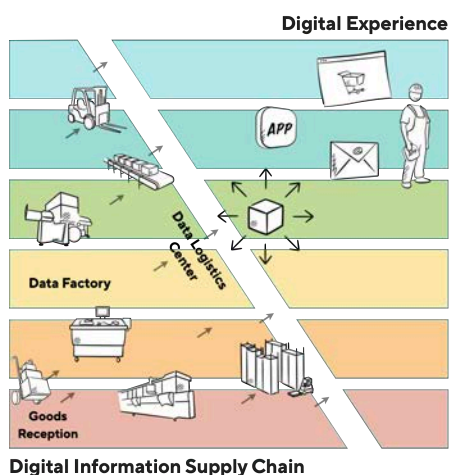
The omnichannel realm has extended to **manufacturing** and **B2B sales**. Although in-person and phone sales remain crucial, B2B buyers now utilise a balanced mix of sales channels, encompassing online shops, self-service portals, and digital communication methods like video conferences and chats. Understanding and designing a cohesive omnichannel experience that integrates both in-person interactions and digital self-service options can be a challenge for manufacturers whose core competencies are centred around manufacturing processes and supply chains.

In addition to traditional B2B sales, the **Direct-to-Consumer (D2C)** approach offers manufacturers a unique opportunity to connect directly with their end customers. Bypassing intermediaries like wholesalers and distributors allow manufacturers greater control over their brand image, customer experience, and pricing strategies. This enables the establishment of stronger customer relationships, valuable feedback collection, and innovative drives, resulting in increased customer loyalty and higher profit margins. However, managing the end customer experience requires the development of new capabilities within the manufacturer's organisation, such as advanced digital marketing, e-commerce management, customer support, and data analytics.

Interplay of Digital Competencies



The Exploded View is a six layer model that covers the customer, experience, organisation, process, system and data layer of an organisation.



Achieving an excellent omnichannel experience for manufacturers requires a harmonious interplay of various digital competencies. These competencies encompass managing digital sales channels like e-commerce and self-service portals, as well as ensuring operational proficiency in the Digital Information Supply Chain for efficient and effective distribution of product data.

About foryouandyourcustomers

foryouandyourcustomers is committed to helping manufacturers build up these digital competencies and implement their digital sales channels such as D2C commerce solutions and B2B portals. Our Exploded View framework includes a range of services such as customer journey mapping or platform selection and implementation. Get in contact with our expert **Steve Wilson** (swi@foryouandyourcustomers.com) today.

Employees of **foryouandyourcustomers** works **together** with people from world leading **manufacturing companies** to craft **digital sales solutions**, that ensure seamless omnichannel experiences.



Geberit - B2B Commerce Solution

Geberit, a leader in sanitary technology, partnered with foryouandyourcustomers to enhance their digital presence through a tailored B2B commerce solution. By analysing user requirements and designing a user experience, the commercetools platform was implemented for flexibility and scalability. A Talend ETL-based data logistics center was established. Support for Geberit's digitalisation team empowered them, enhancing their customers' experience.



Komax - B2B Portal Solution

Komax, a leader in automated wire processing, collaborated with foryouandyourcustomers to create a new optimised digital presence and enhanced customer experience. This included customer journey mapping and designing the customer experience. We supported the implementation of a new B2B portal with an online product catalogue. Furthermore we helped Komax to design and implement their IT landscape including a PIM and a pricing engine.



BOSCH Rexroth - Digital Sales Vision

Bosch Rexroth, a leader in drive and control technologies, collaborated with foryouandyourcustomers to define their digital sales vision and develop a digital roadmap. The partnership led to the creation of a customer obsession initiative that focused on enhancing the customer experience across all channels. Utilising the Exploded View framework, Bosch Rexroth was able to identify and prioritise key areas of improvement on each layer of their digital ecosystem.



Transgourmet - B2B Commerce

Transgourmet, a leading food provider, partnered with foryouandyourcustomers to develop a unified B2B e-commerce platform for all companies within the Transgourmet Group. Currently, five shops are live and operating on the platform. The technology stack is built on commercetools and Azure Cloud, providing a robust and scalable infrastructure for their digital initiatives. We also supported and maintained two existing SAP Hybris shops on the previous platform.