



Innovation in sanitary and heating technology begins with Desivero

About Desivero

Desivero is a start-up company founded in 2015 by a group of thermal hydraulics professionals with the vision of seeing technological innovation as a key solution for increasingly demanding consumers. They are progressively searching in the Internet for information that can help them make decisions about investments in bathroom, heating or cooling systems. Desivero serves this with a highly innovative solution, in which the user finds exactly the right solution and service through a personalized customer journey, both in terms of design and for the actual construction of a bathroom, heating or air conditioning system.

www.desivero.com

The idea

The replacement or purchase of water and heating systems can be a quite complex matter when renovating a building, both in terms of cost and in terms of desired safety and comfort. People without expertise do not necessarily have the know-how to make an informed decision and often suffer the bitter consequences of purchases where they have not been advised properly.

Desivero's approach to remedy this situation through technological innovation began with the foundation of an e-commerce website, www.desivero.com, which offers products for bathrooms, heating and air conditioning, as well as advice on thermo-hydraulic issues, installation services and configuration tools for bathrooms and air conditioning systems.

SMC Consulting was chosen as a partner for the implementation of this technology project. Because of their long experience in e-commerce and as Intershop's implementation partner, they offered the certainty of using all possible channels and capabilities for this project to innovate a sector that has always been considered to be difficult for introducing innovations.

The Project

Initially, the e-commerce portal was built on the Intershop Commerce Suite. The next step was to integrate a CRM, the management system for all service sales activities, maintenance planning, field service management, employee compensation models, and opinion leaders. At the same time as the launch of their own magazine, which provides detailed information on trends, regulations, and industry-specific topics, a tool for guided planning and selection of bathroom components was added to the portal. The latest addition is the use of marketing automation tools to inform customers efficiently about new developments.

The adjustments to adapt the platform to this business model involved both the front end and underlying systems.

Special configuration and design tools are now used in the storefront to differentiate the customer experience from the usual platforms. To protect customers from mispurchases, a sophisticated backend compatibility check is required to manage the products and services offered to each other.

The Intershop Commerce Suite implemented by SMC Consulting for Desivero contains the following modules:

- ▶ **OMS (Order Management System):** Administration of orders through structured and integrated processes, online by partners, but also offline by third-party logistics structures.
- ▶ **PIM (Product Information System):** The quality of product management is becoming increasingly important in a market where customers are spending more and more time researching for their own products. Advanced tools are needed to manage filters and classifications, improve data quality, and support complex content creation and control processes. It is therefore important to manage a large catalog, shorten the time-to-market for new products, ensure a good customer experience at all touch points and support all distributors.
- ▶ **EXM (Experience Management System):** The brand must provide the consumer with a unique experience. This requires solid collaboration between corporate marketing and digital agencies to manage campaigns and presentations.



Always up to date

The present solution has made Desivero's employees independent for publishing articles in the magazine and updating the various contents of the website, catalogs and product sheets. Autonomy creates speed and makes it possible to efficiently implement one's own digital marketing strategy.

Another special feature is that various tools for customer support have been integrated: from chat, which helps users find the right product for their needs, to newsletters, a channel that is in great demand for keeping up to date with the latest catalog and services.

The strength of the portal is certainly the possibility to create your own bathroom project with a professional consultant. Thanks to the help of the chat and a guided tour, customers can create their own bathroom with just a few clicks, choosing from a catalog of more than 1000 examples. For greater clarity, the catalog is divided into styles, making it easy to select the products best suited to the desired design.

In addition to the product selection, a complete estimate of the implementation effort by Desivero's specialist craftsmen is produced in parallel.

The most recent challenge was the inclusion of a wizard on the www.desivero.com website, which allows the correct air conditioning to be configured for the premises in which it is to be installed with just a few precise questions, thus avoiding inappropriate or oversized purchases.

Intershop's e-commerce solution has transformed the website www.desivero.com into a true virtual design studio where customers can find the best brands and book the advice and craftsmanship of qualified plumbers trained directly in Desivero's Academy.

ABOUT INTERSHOP

Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop's unrivaled technology and extensive market knowledge.

For more information on our solutions and services, visit www.intershop.com.

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