Web shop with efficient product search and ERP link for pricing and ordering

Mubea

The Muhr and Bender KG, shortened Mubea, is a worldwide partner of the automotive industry and produces as innovative lightweight construction specialist heavy-duty spring components and related products. Mubea is an owner-operated family company outstanding due to high flexibility and short decision processes. The fundamental company decisions are geared to long-term and sustainable business success.

Web shop for small business clients

In order to improve the processes for small business clients and acquire new customers via Internet additionally Mubea constructed a web shop. The order processes for small business clients were very time-consuming in proportion to sales so far. Many requests arrived per fax, a person in charge then had to calculate the relevant prices for this customer and send them as quotation. Afterwards the order followed per fax again and the assignment finally was gathered in ERP system by an employee of Mubea. The new customers' processes turned out to be even more extensive. In the web shop www.mubea.com customers can henceforward order per shopping cart, directly see their prices and the order migrates automatically to ERP system. On this account many manually operated intermediate steps aren't omitted. This not only saves time, but avoids mistakes happening while typewriting and annoying customers.

Efficient search for products

In the web shop of Mubea users have different search facilities: they are able to 1) search per keyword like as on google, 2) browse the assortment via product category trees or 3) limit the query purposefully via parameters with the advanced search, like e.g. spring band clamps for application area=climate cycle. Once a user limits a parameter the value lists of other parameters are reduced automatically, e.g. after choosing heating cycle it only remains width 12 mm. The directed guiding of queries and guarantee of search success is important to customers as they fastly want to find something or else arrive at competetive shops with just one click as the case may be.

„We've been supported by INCONY very competent with our shop-project. We choosed the software ANTEROS after a lengthy research phase due to the substantial search functions, the simple data maintenance and the interfaces to ERP systems. INCONY well understood our requirements, talked to us perspicuously instead of computer-scientist-jargon and managed the project professionally."

Rudolf Möller,
Sales Manager Aftermarket

Different customer groups

Mubea uses the shop both for existing and new customers. As respects new customers list prices for the products are displayed and used for the order. Existing customers on the contrary directly see their negotiated prices. After they applied for the shop with their login data ANTEROS fetches the customer price for the pricing information using customer and item number from ERP system per web service function call. Analogously the packaging unit can be displayed since as the circumstances require existing customers have negotiated bigger packaging units with this price.

Ordering in the shop

After a customer puts products in the shopping cart in the Mubea-shop new customers have to name their address. In terms of existing customers the form with the customer data from ERP system already is filled in, but they can declare a differing delivery address. In the following test step all information is shown to the customer again and he can choose between different modes of dispatch and payment. As for existing customers the method of payment is preset on account, as for new customers cash on delivery, Paypal or credit card payment is possible. If for instance Paypal is chosen ANTEROS builds up a connection to the Paypal-server, you name your account and end up at the Mubea-shop again. For the pricing information the delivery and billing address are analysed on the order data test page of the shop and merely for the under German law of taxation relevant cases the German value-added tax is shown. After checking one's order data and clicking on ‚send order‘ it is passed on to ERP system for the purpose of order processing automatically and simultaneously the customer and a person in charge of Mubea receive fulfillment confirmation e-mail with all order data.

Statistics for order data

In order to purposefully analyse orders of the shop, ANTEROS provides a statistic with all order data so as to deduce interpretations like e.g. in which period and from which countries or postal code areas were ordered which products or which customer ordered which and how many products. The statistic is exported in EXCEL so that Mubea can flexibly compile evaluations by means of chart options of EXCEL.