



Seamless customer journey with HOB!

From the manufacturer's website to the retailer

Parador is a company based in the Westphalian town of Coesfeld. It manufactures high-quality flooring, wall and ceiling products and sells them via retailers in around 80 countries. End customers can view all the details of its 2,000 and more products on the company website. And with nexmart's retail Connect solution they now just need a few clicks to find a retailer from which they can purchase the products they want directly.

## PARADOR

### THE COMPANY

Parador GmbH

**Location:** Coesfeld (head office)

**Portfolio:** Parquet, laminated flooring and sprung flooring; also ceiling and wall panels as well as skirting boards and other accessories

**Employees:** 550 (2017)

**Turnover:** over 150 million (2017)

**Internet:** [www.parador.de](http://www.parador.de)

### The task

- Parador wanted to integrate retailers on its own website to provide end customers with an uninterrupted customer journey.

### The result

- End customers find out about products on the Parador website, place products in the website's shopping basket and are directed to a retailer of their choice that currently has the products they want in stock to complete the purchase.
- End customers can also reserve the products they have selected from the website to view at the physical store.
- In addition, end customers can arrange an appointment for a personal consultation at a retailer.
- Further added value is created for the end customers since opening hours, contact data, payment methods and special services are shown for each retailer.
- This allows Parador to make a significant contribution to whether prospective customers actually become Parador customers.

Your own home is much more than a roof and four walls. It's a place where the people living in it can feel safe and secure and express themselves. As long, that is, as the home is designed in line with their individual ideas and taste. Parador has been making this possible since 1977. The company, based in Coesfeld in Westphalia, now has a range of around 2,000 products from laminated flooring, parquet and sprung flooring to ceiling and wall panels, skirting boards and other accessories. End customers can buy these high-quality products from Parador's over 4,500 retailers in around 80 countries. The company had a turnover of over €150 million in 2017.

### End customers value the Parador brand

"We've been very successful with our two-stage sales in recent years", says Birgit Kunth, Marketing and Communication Officer at Parador. "That's partly due to the fact that we have built Parador into a brand that is recognised and valued by the end customers." This was achieved by not only marketing to retailers but also awareness raising with end customers. This is achieved, for example, by using regular reports in various media and activities on multiple social media platforms as well as printed catalogues. And Parador website is also an important marketing tool, of course.

Birgit Kunth: "We've had high visitor numbers on our website for years. We're very pleased about that. And it's extremely important for our future success. Because people are changing their purchasing behaviour. Today they look up products on offline and online channels and are increasingly completing purchases on the Internet so we need to accompany the end customers throughout their entire customer journey."

### retail Connect is the basis for seamless customer journeys

This gave rise to a new challenge for Parador. End customers could get detailed information about the products on the website, for example by using a room planner for customized design. However, they couldn't order the flooring, cladding or floorboards they wanted directly

from the website. To do that they had either to switch to a retailer's online shop or find a physical store. There was no direct connection between Parador and the retailers. The customer journey was interrupted. "End customers would find out about our range on our website and might even decide on a product. But we couldn't tell what happened next. In the end, they might not have bought anything, or they might have decided on a competitor's product at the retailer's store because our product was not in stock at that moment", says Markus Ehler, DIY and e-commerce Sales Manager at Parador.



In summer 2016, Parador decided to change this. They decided from the start that they didn't want to introduce their own online shop. Instead, the company wanted to integrate their retailers' offline and online offerings on its own website. While searching for the technology that would make this possible, Parador came across the eBusiness specialist nexmart and its **retail Connect** solution. Markus Ehler: "What we found particularly convincing was that nexmart has very wide experience of all sales channels and has a detailed knowledge of how to create an attractive but convenient purchasing experience for end customers. That's something we also see reflected in **retail Connect**."

HIGHLIGHTS FOR PARADOR



Communication between Parador, the retailers and the end customers has increased.



Visitors to the website now have direct access to a retailer who currently has the products they want in stock.

Three routes to the right retailer

Implementation of **HOB!** (Handel [Retail] | Online | Business – that’s the name of Parador’s innovative approach) was launched at the start of 2017. As well as nexmart consultants, Parador employees from the Sales, Marketing, e-commerce and IT departments were involved in this, as were members of the management board. They started by running workshops where they jointly defined the functionalities they wanted and completed the interface design specification. Subsequently, the technology was implemented. Some tweaking of **retail Connect** was implemented to meet specific requirements by Parador. They wanted end customers to be able to reserve the desired products at physical stores or arrange appointments for personal consultations there. Markus Ehler: “Cooperation with nexmart was always constructive, productive and based on trust throughout the entire project. And we kept to the scheduled go live deadline, which is not always the case.”

**HOB!** has been live since January 2018. Once visitors to the Parador website decide on a product, they simply place it in the shopping basket. When they have completed their selection and the shopping basket has been filled with all the products they want, the visitors have two options available. Option 1: They can view nearby Parador retailers’ outlets that currently have the selected products in stock. They then just have to decide which outlet they want and

reserve the products in the shopping basket with one click. They then complete the purchase in person at the retail outlet. Option 2: Visitors can view nearby Parador retailers’ online shops that currently have the selected products in stock. Here again, they just have to decide which retailer they want and they are then directed straight to the online shop they want; the selected products are transferred too. Visitors complete the purchase conveniently online at the retailer. **HOB!** also offers a service for visitors to the Parador website who may already have an idea of what’s on offer but don’t know exactly which products are right for them: They can arrange an appointment for a personal consultation at a Parador physical store. “With **retail Connect** we’ve created a bridge for end customers that connects interest in a product to information gathering to purchase. In collaboration with the retailers and nexmart, we can now recommend qualified retailers who are best suited to support end customers’ projects. That might be

»» *With the help of nexmart and the retail Connect solution we have created an uninterrupted customer journey. Visitors to our website now have reliable access to a retailer who has the products they want in stock at that moment. The end customers, the retailers and we ourselves all benefit from that.* ««

Markus Ehler,  
DIY and e-commerce Sales Manager  
at Parador



in the form of a consultation or by purchasing Parador products available directly online and on-site. This makes the customer journey easier, turning it into a positive customer experience”, says Markus Ehler.



The uninterrupted customer journey created with **HOB!** has been well received by all those involved and already, just a few months since the launch, we can say that end customers are enthusiastically taking the opportunity to find the right retailer for them. 130 retailers have been actively included since spring 2018, with 200 expected by the end of 2018, and they are generating sales that they might have lost without the connection with the Parador website. And Parador ensures that website visitors become Parador customers. Markus Ehler: “We can’t express the impact of **HOB!** in precise figures yet but everything suggests that we will achieve all our targets.”



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### About nexmart

nexmart specializes in eBusiness, enabling companies from all sectors to fully digitalize their sales processes (including procurement processes) to improve their effectiveness and efficiency and increase economic performance overall. It focuses particularly on multi-stage sales processes: from manufacturer to retailer to end customers. To achieve these we have implemented a number of different solutions that network these market participants with one another and ensure seamless transfer of sales-related data between them. The clever bit: Our solutions offer an uninterrupted customer journey up to and including purchase completion. We take a customized approach to design and development to allow our customers to benefit from amazingly simple solutions and services.

- Founded in 2002
- 8 locations in the EU and the USA, connections with 68 countries
- 300+ manufacturers and brands
- 25,000 regular users
- 1.4 billion euros of transaction volume
- 100% eBusiness rate