



All under control with one click

400.000

Products and new customer services
available directly online 24/7

Results in real time

through optimized article search and high-
quality data

TCO

significant cost reduction through highly
efficient ordering system processes

Customer

EUROPART Holding GmbH

Industry

Automotive

Services

E-Commerce solution for
repair shops

Simple, fast and clever: Europart's new ordering system

Repair shops for trucks, vans or trailers, as well as van and bus fleet operators, are under enormous time pressure when a vehicle needs repair. Every minute the vehicle sits idle costs money. That is why many repair shops rely on Europart for rapid spare parts delivery. The supplier stocks more than 400,000 products are available at over 300 locations in 28 countries. However, its inefficient telephone ordering process was time consuming and error-prone. Frequent incorrect orders resulted in a high volume of returns. To simplify and expedite the ordering process for its customers, Europart, and SoftwareOne developed a modern and innovative online ordering system, EWOS 3.0.



The challenge

Optimized search results in real time

Repair shops had been using an inefficient ordering process via a telephone hotline. However, this could not adequately address order volume or the complex ordering processes. Substantial stocked items in the same or similar categories, combined with inaccuracies when entering spare parts or vehicle identification numbers, could often generate incorrect orders. The process led to sizeable return volumes. For the repair shops, the process was tedious, time-consuming, and frequently led to repair delays.

For Europart, the error-prone ordering process was inefficient and unsatisfactory. Tailored pricing for different customer groups was possible only in personal discussions and impractical for central control. The high volume of returns was time-consuming and costly, and it required considerable telephone support to address zero search hits or incorrect orders.

The solution

An innovative solution features improved ordering and organization

Europart provided the technical competence and SoftwareOne the technological expertise. In tandem, they created the Europart Workshop Online System (EWOS), a multilingual e-commerce solution designed to meet the needs of Europart customers.

Browser-based system:

- All relevant product data, including additional detailed information from separate databases are merged and structured
- Simple access to over 23 database interfaces (APIs) enables detailed online searches and a high number of hits
- Improvement of the product search through new filter functions and varied narrowing options
- Zero hit rate reduced to a minimum through regular optimization and search hit control
- Increased customer satisfaction
- Increased conversion rates using the online store

A dedicated roles and rights system:

- Clear role assignment by Europart for each shop user
- Clear responsibility authorizations regulate the ordering process
- Individual pricing is possible for different customer groups



One of our biggest concerns was to make EWOS 3.0 suitable for everyday use and user-friendly. We only succeeded in this because our industry knowledge got a sparring partner in SoftwareOne, which finds creative technical solutions for the wide range of practical issues.



David Wuttke, Head
of eCommerce & Data
Development at Europart

Responsives web design:

- Ordering system optimized for use with mobile devices
- Reorders can be placed via barcode using mobile device cameras

SoftwareOne assisted implementation of the following additional EWOS functions:

- Creation and storage of watch lists and fleet data to quickly cover recurring spare parts needs
- Parts comparison function
- Maintenance and service data display
- Invoice and delivery bill retrieval in real time
- A wide range of interfaces to customers' ERP and DMS systems
- Parts identification via VIN
- Modern oil finder

The solution

EWOS 3.0 advantages at a glance

- Optimized article search with filter function across the entire Europart range of over 400,000 articles
- Mobile EWOS version for mobile devices available 24/7 from anywhere, including bar and QR code scan functions for article recognition
- Improved organization: Automatic fleet management for repair shops and logisticians, including filing and saving fleet data and reminder lists for fast reordering
- Room for innovation and further development: Oil finder function for identifying the right vehicle oil, with additional features already planned
- More individuality: role and rights system allows Europart to set separate prices for different customer groups as well as different authorizations for individual repair shop employees
- Improved customer service management in the event of faulty deliveries thanks to automatic voucher generation, including voucher number generation

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