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lundi, 06 juin 2011

" Using our long experience of operating as an outsourcing partner for businesses, industries and banks, we put the main emphasis on the special needs in such environment when we built up the concept of a personalized solution with extended advantages of eCommerce for our clients to benefit from. "

You have created an online store for your products. What made you decide to get started in eCommerce?

To keep up with time and new demands, the <http://shop.cip.lu> was created to modernise business procedures and order possibilities at CIP Group and thereby to increase customer satisfaction.

For the client the online shop gives easy and quick access to product and service information. Further the webshop permits a regular update of products as well as a continuous communication concerning new ranges of goods and special offers. By this the information and service at CIP has become more dynamic and efficient compared to the traditional printed product catalogue.

We believe that flexibility is a must in order to meet today's needs, and the CIP Group with our online shop now covers all order possibilities from a simple phone call over email to our recently launched online shop.

Moreover the restriction of business to opening hours has been eliminated as our online shop makes us available for our clients 24 hours a day, 365 days a year.

Additionally, the online shop gives our clients the liberty to control and have an insight in their orders- individual as well as recurring - at any time.

A supplementary value for CIP Group and our customers is the green aspect of the eCommerce.

Not only does the online shop help to clearly differentiate ecological products from traditional products, it also helps the green strategy overall as it reduces for example the use of paper and thus carbon footprints.

Above correspond to the changes in customer behaviour and new demand which has slowly been created since the development of the internet, to which we have reacted by developing our webshop for office supplies.

Several solutions to create an online store exist on the market. Which solution have you chosen to use? What are the benefits?

We didn't want to create yet another impersonal average online store, why we decided to carry out the project together with the webagency Valain to create a tailor-made solution with everything at hand.

Using our long experience of operating as an outsourcing partner for businesses, industries and banks, we put the main emphasis on the special needs in such environment when we built up the concept of a personalized solution with extended advantages of eCommerce for our clients to benefit from.

To mention a few benefits of our concept, the product catalogue is not only divided into clear categories but the user also has the possibility to view, add and modify his company and department products as well as his own favourites. This eases the overview and saves valuable time for our customers.

Additionally the customer can earmark items for future ordering. S/he can view her/his orders as well as download a chronological order history.

The online shop also offers a flexible delivery system. As CIP Group has its own logistic and fleet at disposal we can offer both standard and express delivery possibilities.

As an additional service, CIP Group has gone a step further and now offers the client to pass the order as an individual or a recurring order with the possibility of daily, weekly, monthly or yearly deliveries. For explanation this can be compared to the online banking system, where you have the choice between a single transfer and a standing order for bills such as rent payment. Similar to this, our online order system allows the client to pass the order once for recurring deliveries as for example for a monthly delivery of printer paper. S/he then doesn't have to worry about refill or re-ordering as this is done automatically.

As we operate in the B-to-B market, an authorization process has been developed for the client to have accounts with various levels of authorization. This is especially useful for larger companies as this authorization process gives the option of an administrator account with several user accounts with different rights as well as the possibility of multiple departments and delivery addresses.

Further, both customers and CIP employees have benefited from the webshop as such a project forces a review and an optimization of internal and external work and order processes in order to become more efficient and fully exploit the new possibilities and simplified processes that a webshop brings in terms of IT and automation.

Today many online stores exist. What have you done to differentiate from the others and to keep the clients attention respectively to ease the online purchase?

With the increased offers and range of goods online, it is not enough only to have a traditional online store with a regularly updated product catalogue and promotions.

Due to the information overload on the Internet, the clients are not only searching for the lowest purchase price, but for instance they have intensively started to look for quality, advice and service.

We believe that even if the today's client is looking for a broad range of goods including ecological options, flexibility and efficiency in means of opening hours, order and delivery choice, the client seeks a valuable factual product description which is not only a commercial conviction of the product. We therefore constantly review and update the descriptive and precise information in our online catalogue.

Further, the client needs to sense that there is a real person or team behind the online store and that he is not only dealing with a machine. Our concept keeps this in mind and our personal communication and service is included in the eCommerce.

To give an example, when a client signs up for an account at our webshop, we contact her/him by phone within four working hours to make an appointment to offer a presentation of the webshop and advice on outsourcing possibilities to cover her/his needs.

To summarize, we do not only differentiate by having launched a tailor-made webshop with numerous additional features as described above.

We have seen it as compulsory to develop a concept that forces us to expand our availability and efficiency, and which differentiates by going hand in hand with our personal service and contact to the client; as the Client's Success is Our Commitment.