

Hagebau Products Across Every Channel

Concept

When it comes to offering their products via online stores, home improvement companies have yet to prove success in the German market. Instead of structured catalogs, product search functionality or ordering options, the majority of such Web sites consist solely of current advertisements and store locations. Therefore, it seemed logical for an established home improvement chain to fill the void by using an existing e-commerce system to sell its product range online.

Implementation

The result was baumarkt direkt GmbH & Co KG, a joint venture between hagebau and the Otto Group:

- Otto provided its e-commerce expertise plus the technical and logistical infrastructure.
- hagebau contributed its product range and industry/product knowledge as a major home improvement chain.
- Intershop delivered the software—Infinity Suite 6—and handled technical implementation.

The challenge

Essential to the concept of baumarkt direkt was that it would be more than just an online store:

- Online customers had to feel that they were in capable hands, receiving personal service, and in control of the buying experience.
- The system had to be able to accommodate subsequent technical and functional enhancements, such as Web 2.0 options.
- In addition to featuring their address and a map, each store needed the ability to provide online customers with their own special promotions, new products, and the latest advertising.

Result

All the requirements were implemented in just four months. The hagebau online store is fast, attractive, and functional, while the use of Ajax ensures that visitors immediately feel at home when using the site.

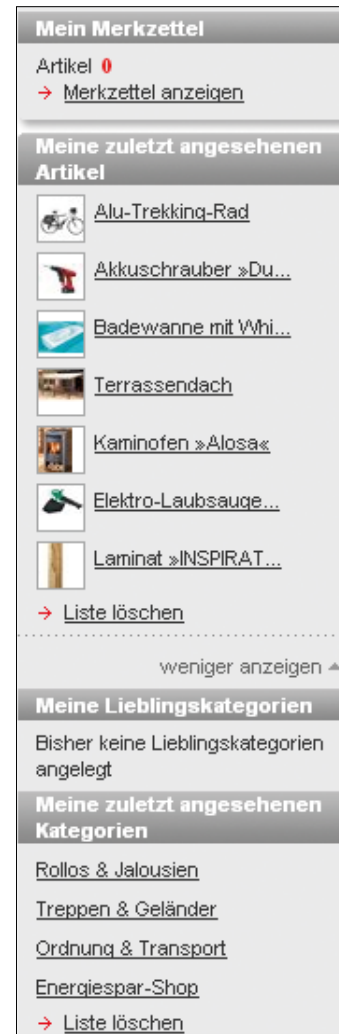
3 different channels

hagebau customers can now buy their home improvement products via three different channels:

- at a traditional brick-and-mortar store
- by catalog order
- via the online store.

Outstanding usability, including:

- Intuitive toolbar—permanently visible along the right-hand side of the screen



“Thanks to Intershop, we were able to successfully implement all our requirements in terms of usability, state-of-the-art functionality, and integration into legacy systems—fast.”

Joachim van Wahden
baumarkt direkt, Head of E-Commerce

- Use of Google Maps to locate hagebau stores



- Uncluttered product structure—alphabetical and sorted by category
- Fast, simple searches for:
 - products
 - brands
 - prices
 - order numbers
 - how-to guides and instructions
- Customer identification, even when the visitor has not yet registered. This means, for example, that the history of the customer’s last visit is immediately available.
- Comprehensive product information:
 - All key facts at a glance
 - Product-Wiki

- Detailed product features
- Product ratings by other customers
- Information on delivery options
- Online calculation of payment installments, if applicable for the product displayed

- Streamlined order process
- User-friendly filter function within categories



Convenience that extends to background activities, e.g.:

- Each store can enter its own special offers, etc. to be displayed in the online store.
- Cascading Style Sheets (CSS) ensure that store design is consistent and easy to modify.

Project and System in Brief

Online store URL

- www.hagebau.de

Client

- Baumarkt direkt GmbH & Co KG

Project Implementation

- Intershop Communications AG

Business Model

- Business-to-Consumer

Software

- E-commerce-system: Intershop Enfinity Suite 6.2
- Operating system: Suse Linux Enterprise Server 9
- Database: Oracle 9i

Project Duration

- 4 months

Details | Bewertungen | Produkt-Wiki | Gut zu wissen | Lieferinformationen

Durchschnittliche Kundenbewertung:
★★★★★ (1 Bewertungen)

Ihre Bewertung
Teilen Sie Ihre Meinung anderen Kunden mit und schreiben Sie eine Bewertung.
[Bewertung schreiben]

★★★★★ **Laminat Bewertung**

Bewertung von Anonymous, *Besitzer des Produktes*

Besitze dieses Laminat schon lange, es ist ein spitzen Produkt in dieser Preisklasse
Extrem belastbar!!!

Hilfreich für 0 von 0 Kunden.

Details | Bewertungen | Produkt-Wiki | Gut zu wissen | Lieferinformationen | Ratenrechner

Bestimmen Sie die für Sie angenehmste Form der Bezahlung
Tragen Sie den Warenwert ein, wählen Sie die Laufzeit und unser Ratenrechner informiert Sie sofort über die Konditionen (Bonität vorausgesetzt).

Warenwert: 599,99
Laufzeit: 12 Monate Mit 100 Tagen Zahlpause*

Aufschlag: 54,80 EUR
Aufschlag pro Monat: 0,85 %
Gesamtpreis: 754,59 EUR
Erste Monatsrate: 63,79 EUR
Weitere Monatsrate: 62,88 EUR
Effektiver Jahreszins: 15,00 %
Zahlpause vereinbart: Nein

* Für die Zahlpause (erst in 100 Tagen bezahlen) wird ein zusätzlicher Aufschlag von 2,4% auf den Warenwert berechnet. Die Zahlpause gewähren wir allen Kunden mit einem guten Zahlungsverhalten.

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