



Case Study

# COMEBACK FOR USED PARTS

[mbgtc.de](http://mbgtc.de)



## USED PARTS AS TOP SELLERS



This is how recycling is gentle on the wallet and the environment, as well as enjoyable at the same time

It happened secretly, quietly and calmly. Practically nobody knew that a lot of hard work was going on in the background. At least not private and business customers of the Mercedes-Benz online shop at [www.mbgtc.de](http://www.mbgtc.de). This is where the well-known car manufacturer sells used tyres, wheels, rims and spare parts for Mercedes-Benz vehicles. And this online shop was completely re-structured within nine months with many innovations and attention to detail. Go-live was in February 2017. Very successful.

Since then, shopping in the new store has been brilliant for distributors and bargain-hunters of high-quality spare parts. With **an average discount of 50% off the price of new parts**, Mercedes drivers and garage professionals are provided with a repair solution based on the current market value for cars and commercial vehicles of all kinds. This is not only gentle on the budget but also on the environment.

### Reasons for the re-launch Always safe in transit

The Mercedes-Benz GTC online shop has an eventful history. The website went live many years ago and has since undergone various re-structures. With 300,000 items in the shop, the search engine was no longer able to meet demands from today's users for quick and accurate results.

Towards the end, the platform could not be upgraded anymore and no longer complied with the supplier's high security requirements.

Re-structure of the e-commerce platform was awarded to **OXID eSales Professional Services**, meaning it was implemented directly by the manufacturer of the shop software solution used, i.e. **OXID eShop Enterprise Edition**.



"In close co-operation with us, the OXID Professional Services Team worked very hard to re-configure specific and complex process requirements and implement them in a timely manner."

Sascha Godawa, Head of Online Trade and Product Management,  
MB GTC GmbH

## ONWARDS WITH A LOT OF HORSEPOWER

### A FULLY RESPONSIVE DESIGN



### MULTI-CLIENT CAPABILITY



### INTELLIGENT SEARCH



### → MORE SERVICE ON EVERY CHANNEL

The new shop is not just visually on a high level. User-friendliness has significantly improved as well. The site is responsive and based on **OXID Flow Theme**. This means customers with a smartphone or tablet can also use the service on their end devices to the fullest extent. Independent of the vehicle type, the customer can browse for specific parts. One of the possible payment options is PayPal and, thanks to the optimised price and discount display, customers can see at each stage of the purchase how much they are saving.

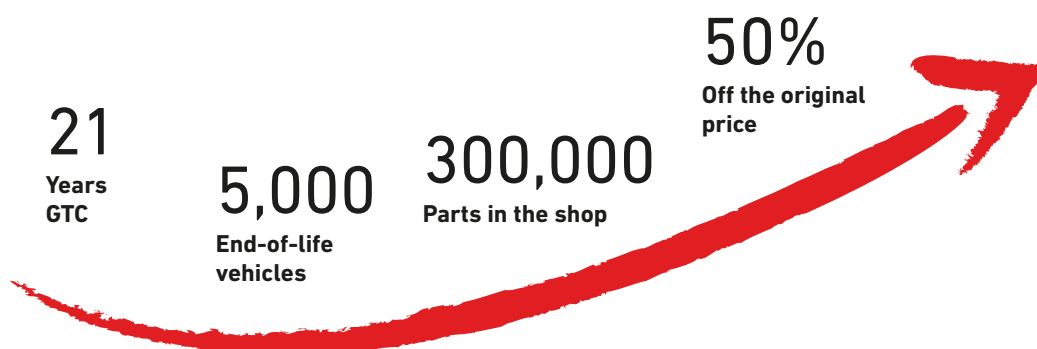
### → TWO SHOPS IN ONE

Service for private and business customers was separated into a B2C and a B2B shop. **That means the requirements and expectations of both customer groups can be managed more effectively.** The technical design of the B2B shop for distributors is set up as an independent client and can therefore be displayed in various languages such as German, English and French. In the B2B shop, current prices and discount levels are being displayed to business customers at the moment. In the future, the concept will be extended to roles, rights and approval processes.

### → FINDING ITEMS MORE QUICKLY

Navigation in the shop is now much clearer and allows the user an **intuitive, easy search** for gearboxes, steering systems and other accessories.

Example: Mercedes-Benz GTC's main customers are from the garage sector. That is why the category "Tyres, wheels and rims" traditionally has the highest demand. These products now have their own menu item and cannot be missed in the new shop.



## NO PROJECT WITHOUT PITFALLS



### Success with expertise and team spirit

Of course, there were one or two obstacles during the course of the project. Relocation and integration of the translation module, guaranteeing the shop's multilingualism, required more time than anticipated. However, the project's progress was never at risk. **The launch went without problems** and connection to the ERP system was smooth.



“Despite some unexpected challenges, the project never fell behind schedule. In fact, it was too good to be true, so the team was secretly waiting for a big drop, which fortunately never happened.”

Sascha Godawa, Head of Online Sales and Product Management,  
 MB GTC GmbH

## INNOVATIONS AT A GLANCE

- + **Separation in B2C and B2B shop** as an independent client and **multilingualism** in the B2B shop.
- + Overall improved category structure and powerful search: **clear, uncluttered, intuitive**.
- + **High-quality visuals** without second-hand characteristics.
- + **Integration of Telecash** as a payment service provider.
- + **Connection to Microsoft Dynamics NAV** via OXID ERP-Connector.
- + Future-proof, thanks to **upgradeability** and good infrastructure with servers from external hosts.
- + **Establishment of OXID Visual CMS** to create landing pages and marketing campaigns.

## THE WHEELS NEVER STOP TURNING

**= 15%**  
more orders  
in a new segment\*

**+ 50%**  
more orders  
of interior fittings\*

### Full speed ahead into the digital future

Thanks to the successful re-launch, **Mercedes-Benz is starting the next extension phase**. Good results speak for themselves: The range offered in the shop was complemented by a new series. In the first month since the re-launch, 15% of orders were recorded in this segment. There was no area for interior fittings in the previous menu structure. Together with interior parts, this segment has recorded 50% of orders in the current format.

'Räderwoche 2017' at the Mercedes-Benz site in south-east Stuttgart proved that the new website, as a **powerful optimisation system**, is also useful for large-scale marketing campaigns. The company opens its external warehouse for this annual offline wheel sale. It's an insider tip and the biggest event of this kind. For this, distributors come from all over Germany in spring and autumn. Interested parties are requested to register in advance in the Events Portal so that visitor numbers can be managed on-site. Previously, the rush on the Events Portal has regularly pushed it to the limit of its capacity. There has been no sign of this since the re-launch.

\* Source: Sascha Godawa, Head of Online Trade and Product Management, MB GTC GmbH



## **Mercedes-Benz GTC**

The Mercedes-Benz centre for used car parts is a 100% subsidiary of Daimler AG. Since 1996, the company has specialised in disassembly and re-use of parts and tyres from Mercedes-Benz and Smart vehicles. At the collection point for end-of-life vehicles in Neuhausen close to Stuttgart, the experts disassemble about 5,000 old and test vehicles each year. In addition to tyres, wheels and rims, this generates used car parts, from the axles, suspension and electronics to the interior and engines. The disassembled parts are only sold if they comply with defined quality criteria. Everything else is disposed of properly.