

ENGEL & Partium

A better, faster take on OEM Aftersales & Service

How ENGEL uses Partium to drive Part Sales

partium
ENGEL



A better, faster take on OEM Aftersales & Service

At a Glance

ENGEL is one of the globally leading companies in plastics processing machines. ENGEL was looking for a way to grow their aftersales parts business sustainably - and that's where Partium came in.

Key metrics

ENGEL employs 7,000 people at 9 locations in Europe, North America & Asia. Their service team has around 150 Technicians providing Service & Support to their customers across the world.



1.5B

Company Revenue

The Challenge



ENGEL experienced tremendous demand for its injection molding machines over the last few years. Handling the bigger installed base with limited resources in Customer Service & Part Sales while having to create more revenue with spare parts was about to become a real challenge for ENGEL.

The Solution



ENGEL tackled the challenge from two sides: First, they introduced Partium, an advanced spare part search that enables users to find the right part without hotline support.

Then they added the Partium Agent Portal to lead customers from the result screen to confirmation and offer requests through ENGEL's Part Sales Team.

The combined approach to improve the part search capabilities of the catalog and offer a fast confirmation option led to higher conversion rates and a more scalable Service Operation.

The Benefits



Scalable Service Experience

1

With Partium, technicians could find spare parts faster, easier, and more independently. When in doubt, they can easily forward their search and search-related information to ENGEL's expert through Partium's Agent portal, making handling part-inquiries much more efficient.

More Self-Served Transactions

2

By introducing Partium's AI-based spare part search, into the ENGEL parts portal, technicians could now find spare parts easier, faster, and more conveniently - leading to a higher conversion rate and more self-served transactions in the shop.

More qualified & ready-to-order hotline requests

3

ENGEL managed to reduce the number of part-search-related hotline calls with Partium's AI-based spare part search. Users could now find parts independently, confirm the parts through the Agent Portal and reach out more often to request or place an offer with ENGEL's part sales agent.

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More quotes & more efficient service operations



When ENGEL's Parts & Services Management Team analyzed what their team spends their time with, they realized that part-search-related inquiries took much time and added a lot of highly administrative workload.

With higher than ever demand for ENGEL machines and more customer service interactions, they wanted to get into a position where their hotline & service team would spend less time searching for parts - and more time sending out offers, quotes, and selling parts and services to their customers.

ENGEL & Partium

Turning a Challenge into an Opportunity

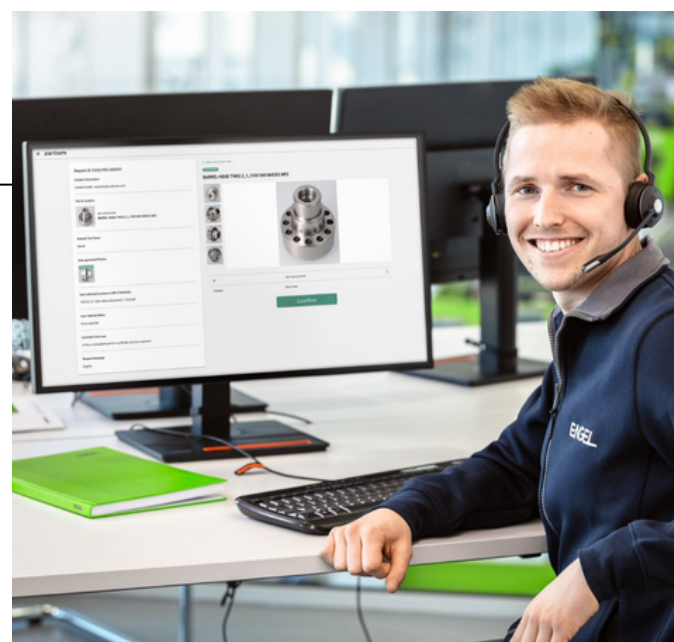
Customers expect the best possible service from their Original Equipment Manufacturers (OEM). However, if OEMs play their cards right, they can turn the hassle of part-search-related requests into opportunities to serve their customers and sell more products - and that's exactly what ENGEL decided to do.

They were looking for a solution that turns part-search-related requests into opportunities to sell more parts - and simultaneously reduces internal efforts.

ENGEL quickly realized that Partium's Enterprise Part Search would be the missing link to speed up part searches for their customers and their internal team.

With Partium, internal and external users can find parts in seconds rather than minutes or hours by leveraging Partium's part search AI. What turned out to be a game changer was the introduction of Partium's Agent Portal.

Users can now contact the Portal and ask the hotline team for confirmation. Partium shares the user's search history with the agent and helps the agent to confirm the parts faster - so there is more time to turn this interaction into a part-sales-related conversion.



The next Level: Leveraging Search-related Data

Partium's Enterprise Part Search collects data related to part searches. Partium will log search terms, navigation through asset hierarchies tags the user selected, images they provided for the visual search, and search results they looked at.

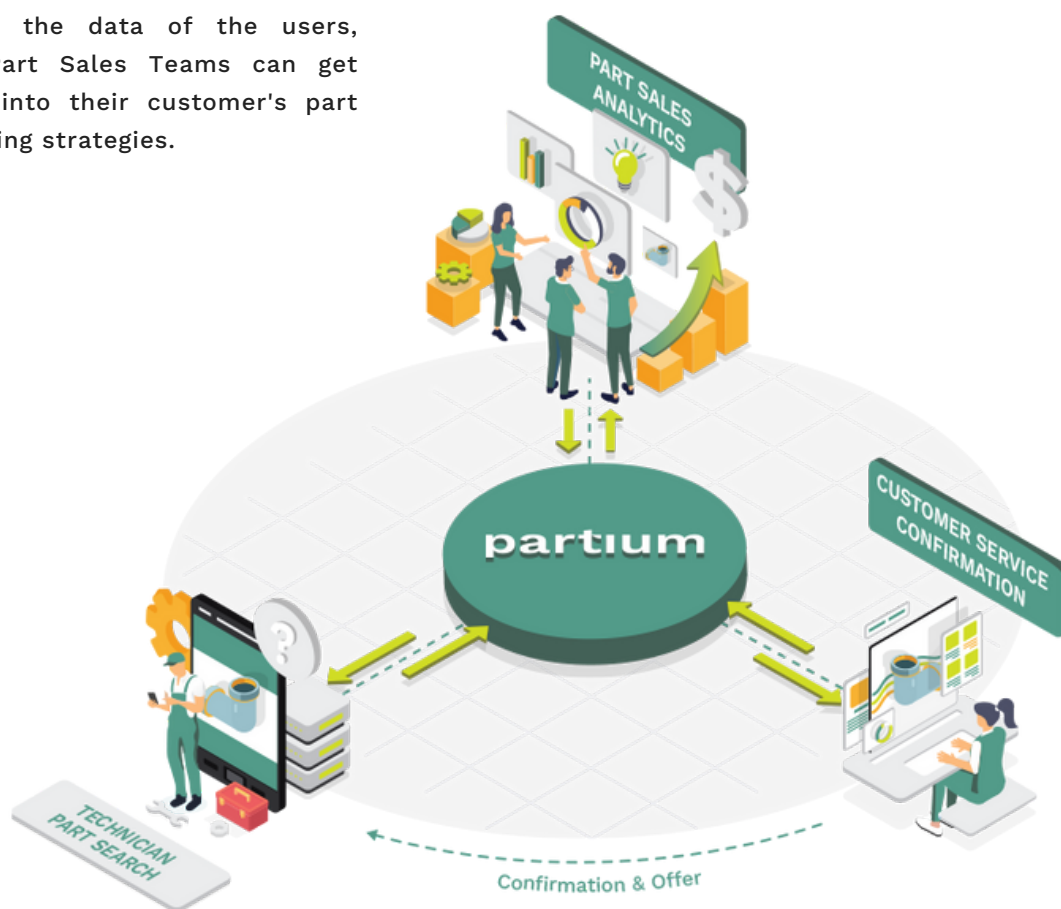
When users reach out to ENGEL's hotline team, this data is forwarded to the agent to speed up the search and confirmation of the part.

But Part Sales & eCommerce Teams can use the data to drive sales - by revealing information about customers' part search and purchasing strategies.

By tapping into the data of the users, eCommerce & Part Sales Teams can get critical insights into their customer's part search and sourcing strategies.

They can look at pictures used for the visual search, look into who searched for what part, learn what part was not found, how often users searched for a given part, identify critical information about parts, check if a quote was requested, conclude how to approach the customer better to entice them to buy from the OEM - instead of independent parts providers. And of course, use the data to improve the system over time.

With the Partium Search and Partium's Agent Portal, OEMs can access this hidden layer of information and truly start to drive part sales.





Because, we're here to help

Do you want to drive sales and drive your parts-related business? We are here to help you explore the many ways our Partium Enterprise Part Search can help to find and sell parts faster.



Website

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