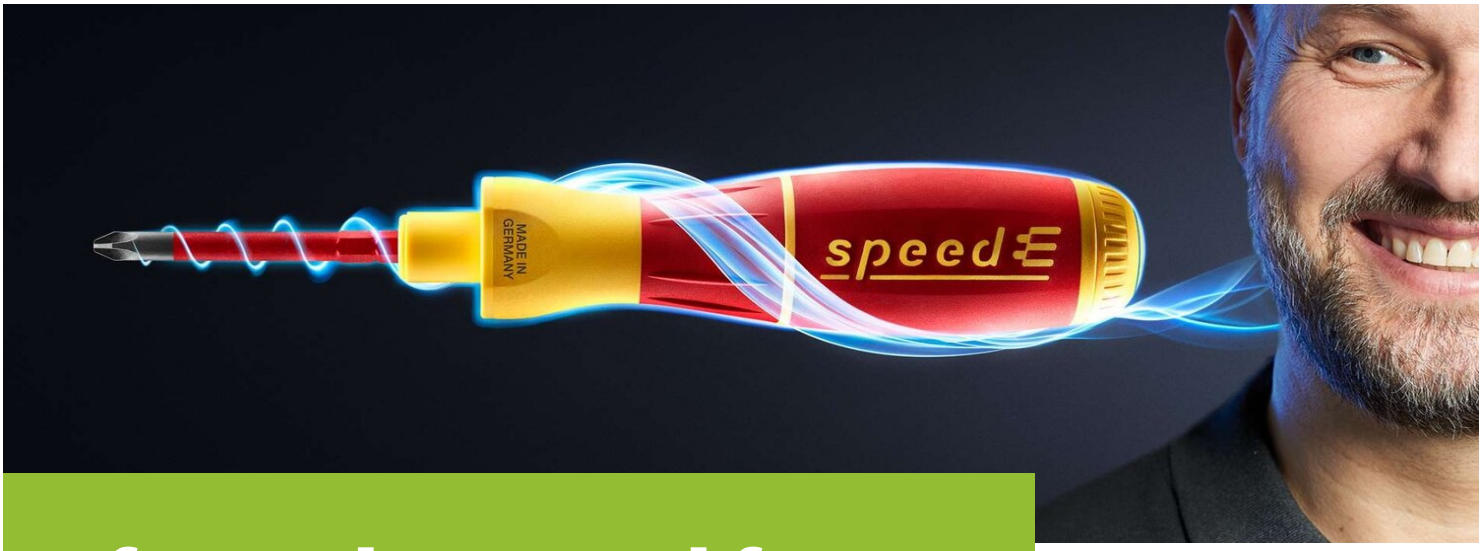


after-sales portal for Wiha Werkzeuge GmbH

Client:
Wiha Werkzeuge GmbH

Date:
August 01, 2024

Categories:
Solutions

Tags:
#after sales
#Experience
#Kommunikation
#Kundenbeziehung
#Customer service

Wiha thus creates further added value for its users and can work specifically on customer satisfaction and loyalty to the company.

The challenge

As a modern company, Wiha Werkzeuge GmbH seeks direct communication with its customers. Via an after-sales portal, the company can offer its buyers a variety of benefits, such as a warranty extension for product registration.

Via a single sign-on, the customer should be able to access all areas of the customer portal with a single registration. This enables simple and direct communication with the various divisions of the company, be it product management, e-commerce or others.

Wiha also considered it important to have a flexible and expandable system that could be expanded in the future.

Our Wiha solution

Enables the group to maintain modern customer relations and effective after-sales management. The future-proof and expandable PHP framework Symfony was chosen as the basis for the customer portal, and the Rest API enables information to be exchanged between the company's various data silos.

The customer data is stored in a central database, so that Wiha can offer its customers a full service from all areas of the company after a single registration. The portal's responsive user interface enables it to be displayed on all common end devices, such as tablet, smartphone or desktop.

Benefits for Wiha Werkzeuge GmbH

- After-sales portal for direct access to the customer and to increase customer satisfaction
- Future-proof customer portal - always expandable
- Single sign-on: users register once for all portal areas
- A customer database and efficient information transfer between different data silos
- Responsive web design: flawless display on all end devices

''With asioso we have found a partner who supports us competently with its many years of experience and who can deal very flexibly with growing requirements thanks to its agile approach''

- Jörg Farin, Digital Marketing Manager and Project Manager myWiha

About Wiha Werkzeuge GmbH

Wiha is one of the world's leading manufacturers of hand tools for professional use in industry & craft. Founded in 1939 as a small family business, Wiha is now a globally operating company - still managed by the Hahn family. Wiha aims to make everyday life noticeably easier for users with a product range of innovative hand tool solutions that are specially tailored to user requirements, increasing efficiency, reducing costs and preserving health.
That is why Wiha develops, designs and manufactures products with the highest standards of quality, functionality, durability and ergonomics. These culminate in a comprehensive range of tool concepts and sets, screwdrivers, torque tools, multi-tools, pin wrenches, bits, pliers, soft-face hammers and more. Special professional VDE hand tool solutions based on the Wiha segment concept expand the range of products in line with demand and requirements. Numerous Design Award awards prove the claim to leadership in function, design & quality.
In short: Tools that make your work noticeably easier - Tools that work for you

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we make **digital business #simple**



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