

Case Study



MEGA Gruppe



Case Study

Convincing shopping experiences for tradespeople

User-friendly, clear and fast – in the MEGA online shop, customers can find the right goods without any detours.

MEGA provides tradespeople with practically everything they need for renovation, refurbishment and modernisation. With 130 locations throughout Germany and over 100,000 different items, the retail company inspires more than 65,000 customers every year. This success is not only due to the extensive and high-quality range. With well-thought-out services, MEGA addresses the typical pain points of customers – and that is well received. The omnichannel approach from the innovative online shop to the MEGA24 smart store, which is open around the clock, plays a key role in this.



Company	MEGA Gruppe
Industry	Wholesale
Products	Colours // Floor coverings // Insulation systems // construction technology and much more
Revenue	EUR 485 million
Employees	1,800
Headquarters	Hamburg // Germany
Project	Introduction and further development of the MEGA online shop based on SAP Commerce Cloud



Digitalisation in the skilled trades

With almost 125 years of trading experience, MEGA has a deep understanding of the working methods and needs of specialist tradespeople. The basic idea that has shaped the company since its foundation in 1901 has developed over time into the credo “Acting for the trade”.

MEGA has a considerable network of locations throughout Germany. In addition to an extensive product range in many shops, customers can also find mixing machines, repair services and rental equipment on site. In addition, the ordered products are also delivered directly to the desired location if required.

For MEGA, it is a matter of course to actively respond to the wishes of the specialist tradesmen. Be it through targeted expansions of the product range, the addition of the service offering or the provision of new sales channels – such as the online shop and smart store.

Craftsmen are a prime example of demanding customers and clearly show the possibilities that hybrid trade and digital services open up.

With a high level of technical understanding, they expect expert advice and uncompromising quality – whether on site or online. Availability and speed of delivery are also crucial. After all, work on the construction site often comes to a standstill when the required materials are missing or tools fail.

It is therefore essential for the trade to get exactly the right products in the shortest possible time to come. In combination with rapid delivery, the easy and fast findability of the products is correspondingly important. Online shop and On-site shops are elegantly and intelligently intertwined here.



Customer journey in the online shop

The customer journey at MEGA is almost as multifaceted as the trade itself. Orders are received directly from the construction site via mobile phone. Even with short-term orders, customers can quickly check whether the required products are in stock in the nearest store and order. A store finder in the online shop helps to keep distances short.

To ensure that customers can reliably find the right product even in nerve-racking situations, a strong search function is required. In addition to search terms, article numbers and EAN codes also lead to the goal. The barcode search works very easily via the camera of a mobile phone and tablet or with photos. The batch numbers are also taken into account, so that there are no deviations in tints or patterns when reordering paints or floor coverings, for example.

Customers can also use the navigation to filter by category, product type, and colors. The visual preparation of the color search is particularly user-friendly. Beige, blue

Or colorful? By clicking on the color squares, the filters are set – multiple selections are of course possible. This also makes it easier to search together with the builders from the construction site.

If only small quantities of certain materials are needed, it is worth taking a look at the sale area for cheaper offcuts. In addition, the online shop has many other functions that make it easier to manage. Included: Order overview, invoice history and special agreements such as object offers or call-off orders. Customers can administer their account themselves in the self-service area, for example to remove or add users of the online shop or to set up a QR code for using the MEGA24 stores.

This intuitive shopping experience is created on a technically sound basis that is suitable for innovation and growth – and a long-standing cooperation with the digitization partner.



People

Thanks to our many years of cooperation, we know the specific requirements of MEGA customers very well. We discuss new ideas in regular jous fixes and thus create tailor-made solutions, always at the cutting edge.

Hala Skokry,
Developer, All for One



Benefits of Collaboration

The online shop has been part of MEGA's sales and service strategy for several years now. The implementation was carried out together with All for One Customer Experience GmbH, which at that time still operated as Poet GmbH. Since then, All for One has been supporting the retail company in all matters relating to the online shop.

For example, in the migration of the SAP Commerce solution from on-prem to the public cloud. With concentrated expertise and structured planning, the move was successful without compromising the user experience.

The partnership also offered some advantages during the launch of the MEGA24 Smart Store in Pinneberg. Some functions that are necessary for the operation of the cashier could thus be mapped via the SAP Commerce Cloud. Therefore, additional, possibly expensive software was not necessary at all.

Customers can easily obtain access authorization to enter the Smart Store with a QR code. This is played out via the mobile shop, for example. Accordingly, SAP Commerce Cloud acts as the gatekeeper of the smart store.

Further advantages of the close cooperation are particularly evident in terms of customer experience. When MEGA comes up with innovative ideas for an even better customer experience or explicitly ask customers for certain functions, the implementation can start shortly. With a team of experts at their side who knows the shop and the SAP Commerce Cloud inside out, customized solutions can also be implemented faster and in a more targeted manner.

The harmonious cooperation ultimately leads to an outstanding customer experience that inspires customers in the long term.





More specific

+ Convenient self-services

In the online shop, customers have many options for self-management, e.g. of their entire order and invoice data.

+ Strong search

Thanks to the precise search function, customers can find also specific products in the extensive range in no time at all.

+ User-friendly interface

Mobile optimizations, filters and simple navigation make it even easier to find the products you are looking for.

+ Smart Store Access Authorization

Existing customers can generate an access code to the Smart Store via the online shop in order to gain access at any time.

+ Real-time information

Customers receive their personal prices and availability at any time in real time.

+ Successful Collaboration

Our partnership with All for One, working together as equals, allows for greater flexibility and the rapid implementation of in-demand features.

Useful hints

01 The biggest challenges

Designing a buying process that meets the specific needs of tradespeople on construction sites. To ensure that customers can find the right products quickly and conveniently, even in rather turbulent environments, a clear and seamless user experience is required. What seems simple and intuitive to customers required sophisticated technical solutions and thoughtful UX design behind the scenes.

Growth in brick-and-mortar retail transferred to the online shop as quickly as possible . MEGA has grown rapidly in a short time – from around 90 locations to over 130. With each store, not only was a new list item added for the store search, but new products and services also had to be transferred to the online shop immediately. MEGA has also successfully achieved the rather steep rise of the growth curve thanks to the strong support in the form of a reliable digitization partner.

Implement the Move2Cloud on time with minimal downtime.

The rapid growth was an important impetus to move the SAP Commerce solution from on-prem to the cloud. Of course, customers should not feel any of this. The migration plan was correspondingly tightly scheduled. Thanks to meticulous planning, well-thought-out coordination and flawless execution at the weekend, customers and colleagues were able to continue working seamlessly at the start of the week.



Useful hints

02 Most Important Lessons

Check the current state carefully. A thorough inventory of existing system functions prevented unnecessary duplication of development and saved valuable resources.

Make sure you have a good plan B. Potential hurdles were identified at an early stage and appropriate alternative strategies were developed. As a result, the team navigated confidently through complex project phases to the common goal.

Rely on targeted evolution. MEGA is constantly developing its online shop and aligning its services with customer requirements. It is precisely this organic development that allows feedback to be processed at an early stage and the platform to be precisely adapted.



Useful hints

03 Key factors for success

Trusting and transparent cooperation with All for One. In the weekly jour fixe, the team of developers and CX experts create differentiated action plans based on customer feedback and numerous ideas.

The focus is on the needs and wishes of the customers. Every function and all navigation paths are carefully considered from the customer's perspective and tested with regard to different application examples.

Strategic vision. Future-oriented planning creates flexible, expandable solutions that grow organically with the company. With this forward-looking approach, MEGA focuses on sustainable investments and unleashes new digital potential.



Contact

Contact data

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