

## CUSTOMER INTERVIEW

**Toon Snoeren, Head of Parts and Services - EMEA**  
**Dometic Group**



SIGNIFIKANT



*Creating value and improving efficiency through development of a new, flexible aftermarket eCommerce and PIM system*

We are in an era where majority of B2C sales transactions are being done online. Manufacturers are just waking up to the reality that their customers also expect an easy to access-24/7 system that provides the needed information and intuitive point of sale. Top executives today acknowledge that implementing an ecommerce solution for the sales of their aftermarket products is vital to increasing customer loyalty as well as supporting constant top line growth.

Implementing an end-to-end ecommerce solution for the aftermarket is sometimes an advanced process. It requires up-to-date product and service information consolidation into one access point. The data has to be validated and integrated with the existing infrastructure and backend systems to provide the right information for the right user at the right time.

We spoke with **Toon Snoeren, head of parts and services EMEA at Dometic Group**, on the group's decision to implement an e-commerce website for their dealers to be able to order, sell and track aftermarket products.

**Signifikant:** We have all seen how globalization and the internet has enabled or, in some cases, forced businesses to change the way they approach their markets. What has been a factor that has influenced your industry and Dometic?

**Toon Snoeren:** The mobility industry is undergoing a fast transformation impacted by globalization, multiple sales channels and changing customer behaviour. This has pushed for a change in business models towards customer experience rather than a product-focused approach. This means that spare parts businesses need to adapt accordingly in order to safeguard the overall customer satisfaction. At Dometic, this raised several questions: Were we making sufficient adjustments in this area of building an even better relationship with our customers? How should our future parts business be like in the future? What type of tool and strategy do we need to maintain our Industry leadership?



**Toon Snoeren,**  
**Head of Parts and Services - EMEA, Dometic Group**

*"The new Dometic Platform given us much more flexibility in terms of a more professional Dometic Parts & Services business, thereby reducing complexity and mitigating operational risks at the same time."*

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**Signifikant:** That is quite a lot to ponder on, both in terms of IT enhancements and strategic alignments. What was the conclusion of these discussions?

**Toon Snoeren :** We concluded that we needed to develop a new, more customer oriented and flexible e-commerce system, to deliver our aftermarket parts cost-effective around the globe, which also fits well with Dometic's strategy to develop platforms and solutions for the rapidly growing customer demand.

**Signifikant:** Could you please give us a brief background on Dometic? What was the business problem you were trying to solve?

**Toon Snoeren:** Up until 2016, Dometic Parts used the Electrolux ERP and web-portal systems. That restricted our flexibility for up/cross selling globally as there were only limited interfaces for certain EMEA countries. At the same time, we also consolidated our warehousing footprint for spare parts to enhance our availability throughout EMEA. At the end of 2016, Electrolux announced that they were going to launch a new ERP system, to replace their current systems. This was an

opportunity to start our own journey toward a focused and more professional Dometic Parts & Services business transforming our After Sales to become more profitable.



Dometic factory employees, Germany

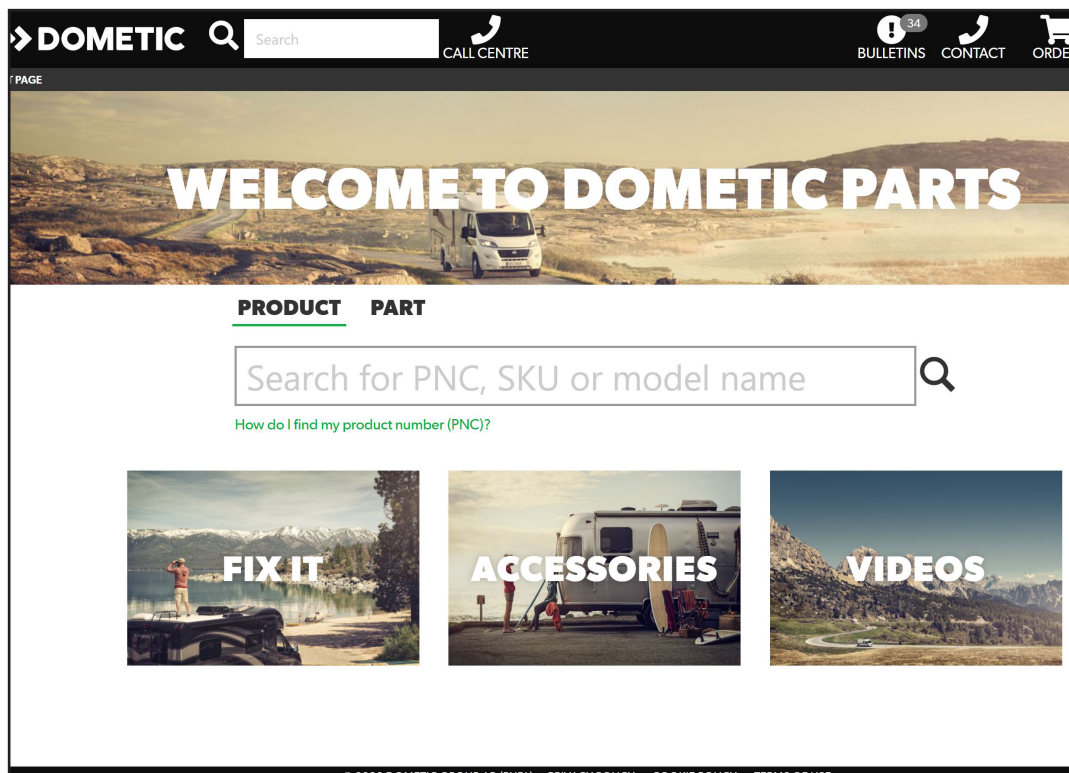
Image:dometic.com

**Signifikant:** Could you describe the project that was undertaken along with Signifikant? What were some of the important and new functionalities developed?

**Toon Snoeren :** An ambitious and intensive project was started which proved to be a difficult task, but which was made possible with the support of the strong and flexible partner Signifikant, who developed and

implemented the system into our ERP. The project involved numerous challenges, such as configuring the backbone data system "TecDoc" in a way desired by Dometic, but it has already proved to be a major change and success. The new web shop provided us new features / possibilities such as;

- Enhanced search possibilities (description, SKU, PNC, etc.)
- Extended Service-Kits
- A Track & Trace functionality
- Enhanced order history, order and delivery information
- Documentation (incorporated service videos) and spare parts in the same place
- Multi language
- Download functionality of individual spare part lists



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*The new Dometic Parts webshop, accessed by dealers worldwide. The backbone of this system is an Aftermarket Product Information Management tool that handles almost 500,000 parts and items*

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**Signifikant:** You must have had quite a big change management project to get users accustomed to the new system. Can you describe the acceptance at Dometic.

**Toon Snoeren:** The migration to the new platform and acceptance of our sales companies, customers and users went smooth and seamless. We integrated tips and videos on the front page after the login which users could utilise to get acquainted with the system, although the system is self-explanatory and easy to use.

**Signifikant:** The Signifikant Platform is being used by users across the globe. How has this impacted your business?

**Toon Snoeren:** The new Dometic Platform has given all our global sales companies the ability to order their spare parts online. This has given us much more flexibility in terms of a more professional Dometic Parts & Services business, thereby reducing complexity and mitigating operational risks at the same time. "The platform has created "Signifikant" value and efficiency for Dometic and will surely continue to do so going forward. Together with Signifikant we managed to successfully implement the new E-com website across EMEA in a record time and without major issues".

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**About the project:** As the Dometic Group was breaking away from its historic parent group, Electrolux, there was a need to implement a new parts ordering system to better reflect the current business at Dometic. Signifikant's Aftermarket Business Platform was implemented in order to integrate and simplify ordering systems, publishing platforms and legacy systems. The platform enabled Dometic to launch a strong ecommerce portal for their dealers with customized functionalities such as enhanced search, track-&-trace, personalization, multiple language supports, digital asset and documentation display, amongst others.

*For more details, write to: [info@signifikant.se](mailto:info@signifikant.se) or visit: [www.signifikant.se](http://www.signifikant.se)*

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### ABOUT SIGNIFIKANT

Signifikant ([www.signifikant.se](http://www.signifikant.se)), is a Swedish independent software and consultancy company specialized in solutions for the Aftermarket and the support for the manufacturing industry with solutions for Product and Services information (PIM). Backed by industry expertise and process know-how.

Our mission is to provide a complete solution, for the aftermarket, that serves as one of the levers of an organization's digital transformation. With our flagship solution, the Signifikant Information platform, a state-of-the-art ecommerce platform, we enable companies to improve their profitability by supporting their aftermarket digital commerce strategy.

- The aftermarket company: 20+ years of experience in the aftermarket solutions industry with in-depth process know how through huge reference projects
- Usability and design: The most easy to use and well designed web viewer, with powerful and fast search functionality.
- Modern Technology: Flexible architecture consisting of a base platform with an extensive set of functions and custom modules to add or modify according to business needs
- With our strong process support, sell the right part for the right machine at the right price, everytime

Signifikant Aftersales PIM platform has successfully been implemented at Atlas Copco Tools, Komatsu Forrest, Dometic, Evacs, NVR, Trapaze Group, Voltas, Baoli and many others.