

Creating Peak Customer Experience

How Miele spurs sales enablement using integration



Keeping Pace with Growth

Miele is the world's leading manufacturer of premium, luxury home appliances for kitchens. The company has been around for nearly a century, delivering "Quality Ahead of its Time" by providing appliances that last. With time came an increased demand for digital, as well as the need for automation to support intense growth. This included identifying areas that could be developed and elevating customer experience to stay globally competitive.

The company recognised that its main challenge was having to use multiple platforms for different categories of products which decelerated the purchase process even in smaller transactions. As the digital era continued, customers anticipated a certain degree of comfort when it came to services, and it would become an increasingly important factor in ensuring their satisfaction. Miele needed to digitally transform to use its resources more effectively and better serve its customers.



Customer First

Miele provides self-service, allowing customers to make part payments, schedule a delivery, or book a service visit. This was previously done through phone calls, which was a convenient method at the time. However, it did not come without its challenges. Having these phone-in services would mean a high volume of calls for the company. Various phone calls would have to be made for the different services, including changing or cancelling appointments. While forging great customer relationships, the human aspect of this situation would introduce inaccuracy due to the nature of phone calls.

The company also owns experience centres, where customers can explore Miele's range of products and visualise what it would look like in their homes. Consultants are present around the venue to conduct product demonstrations and provide advice. Customers would then approach a consultant to notify them verbally of the appliances they wish to purchase. Afterwards, the consultants would write down the customer's details and key them into computers located in different areas of the building. This also presented considerations where privacy and accuracy were concerned.

While Miele strived to provide the best customer experience, the existing system did not meet the premium experience the brand wanted to convey. This called for the need to connect the different sales platforms into a fully integrated system and Miele had to empower its team with the information they needed at their fingertips.

To embark on its digital transformation journey, Miele needed to partner with a company that had the expertise and experience required in legacy systems to carry out the integration. Their partner would also have to be adept at user interface design and customisation to ensure their brand identity was upheld.

Miele chose to partner with Intygrate through this digital transformation, knowing that they would be in good hands after hearing about us through word of mouth.

We were able to advise the best steps forward and completed these projects swiftly according to their requirements.

Within Reach

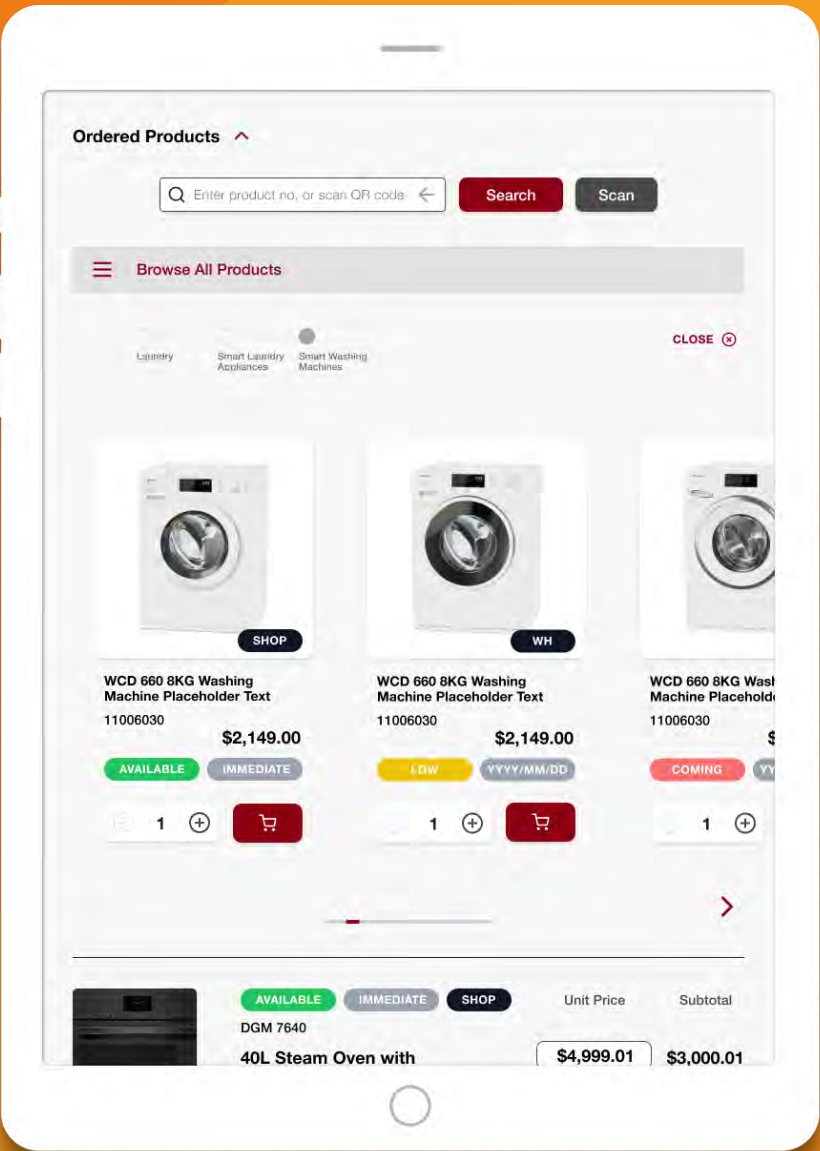
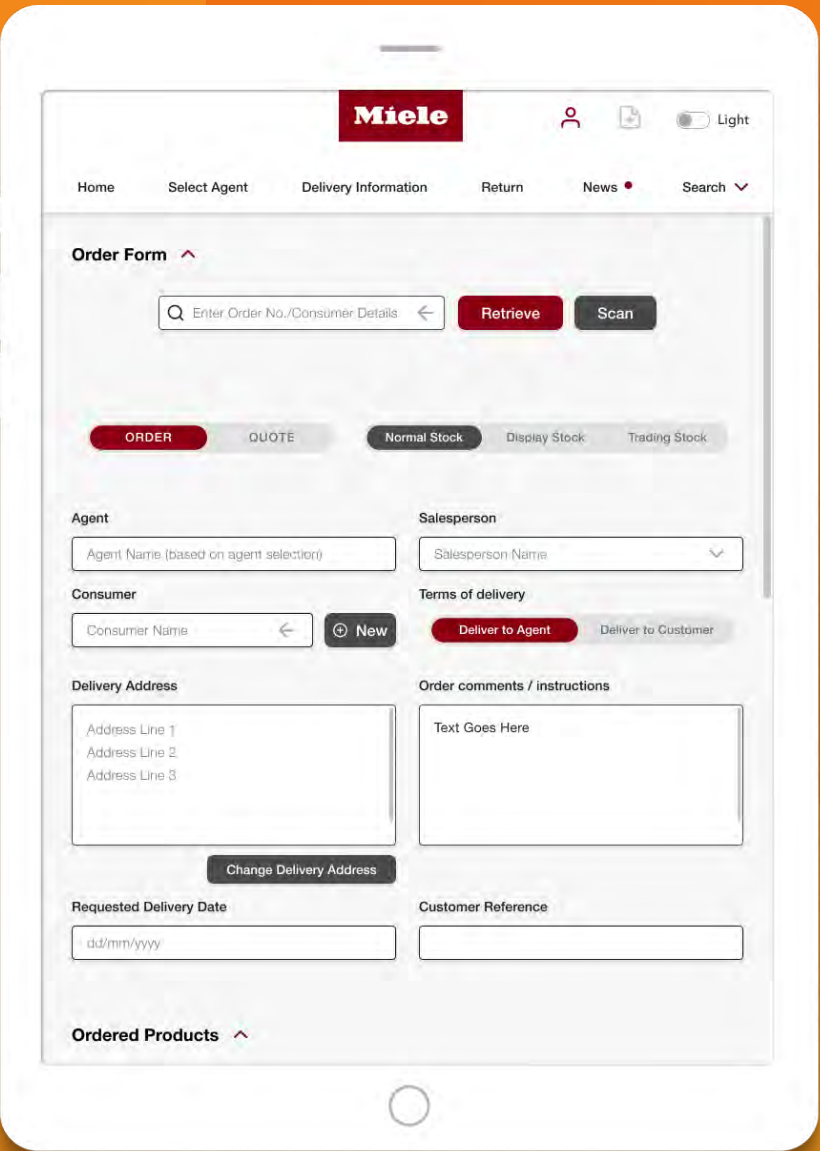
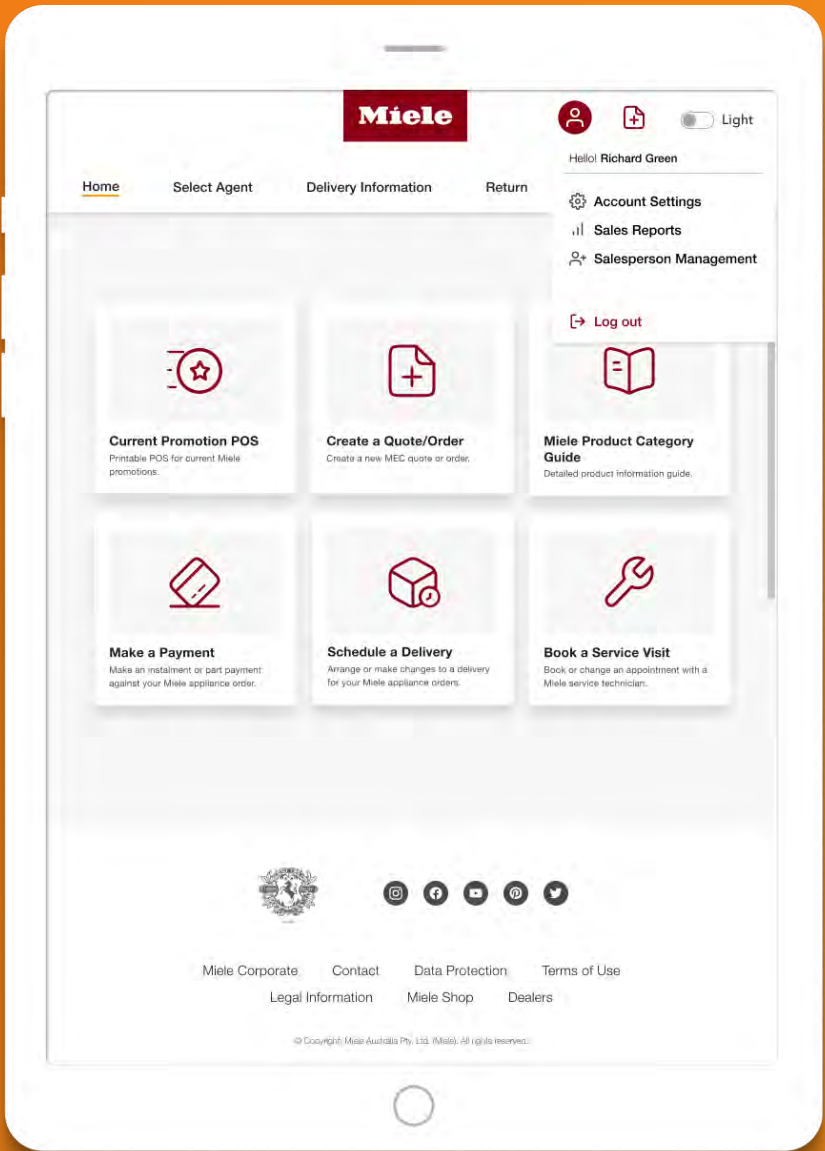
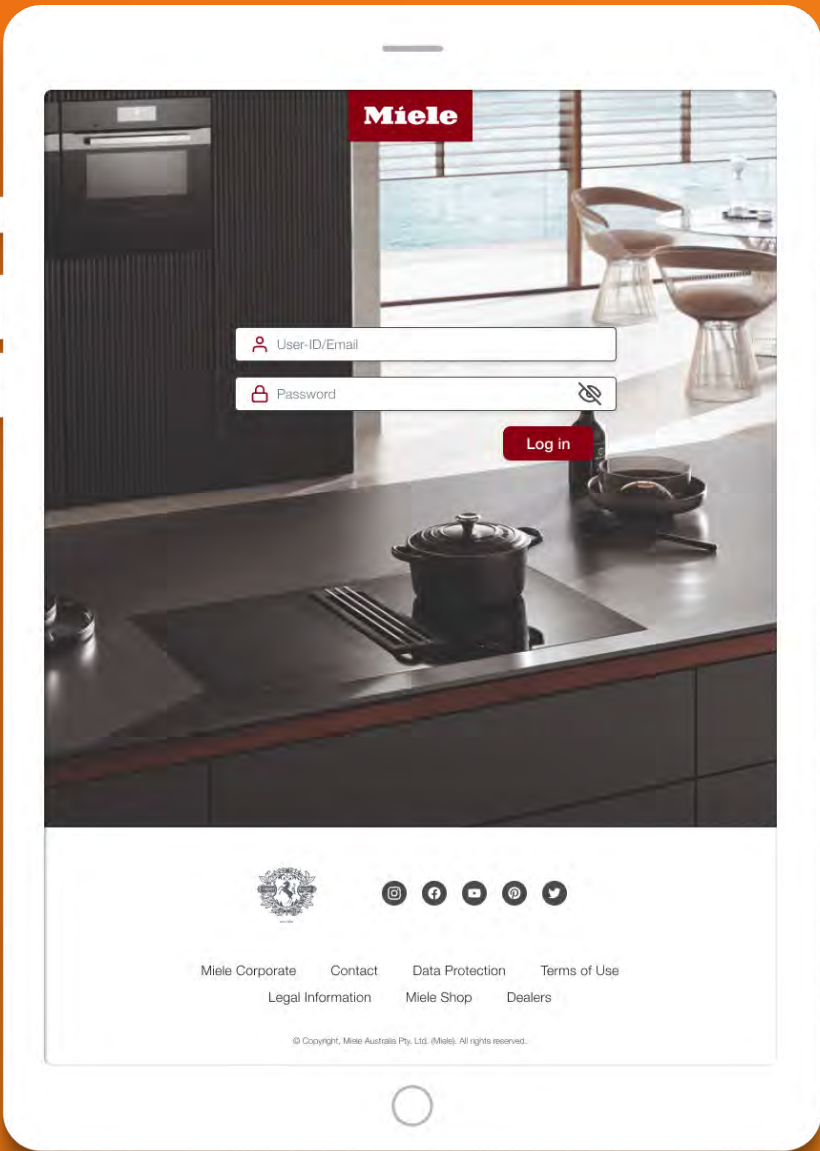
The result is Miele’s MEC POS (Miele Experience Centre Point of Sale) Solution developed by Intygrate.

Online Services

Easily accessible via any browser, the online portal reduces waiting time as it is available instantly and provides real-time data. Customers can now take control of the self-service experience, eliminating the need for a middleman, increasing accuracy and enabling Miele’s team to focus on higher-value activities. In addition, the webpage is used to provide other helpful information, such as self-repair guides and frequently asked questions. With automation and integration, Miele ultimately reduced unit costs and was able to use its resources more effectively.

Point of Sale Solution

At the experience centres, Miele equipped its consultants with tablets, allowing them to better support customer queries and carry out transactions. The freedom to move empowers the consultants to provide better service and reduces overall purchase friction. Integrated with Intygrate’s POS solution, they can now handle sales for the entire range of products, including accessories and spare parts, on the same quote or order. Their employees have all the information they need, such as stock, available delivery dates, in one place.



These tablets can also scan QR codes located on the product’s price tag, which will add it to the cart in the system. Directly linked to the payment terminals in-house, this allows for seamless transactions for their customers.

The solution is now available at Miele’s Experience Centres, Partner Centres and Chartered Agents in Australia and New Zealand.



About Intygrate

Intygrate is an ERP consulting and software development company that delivers cutting-edge and personalised solutions to optimise business processes. The company holds extensive experience in e-commerce and fuses best-of-breed enterprise solutions with ERP systems. Skilled in the latest cloud technologies and a gold sponsor of the vue.js framework, we fully adopt SaaS and on-premise solutions to provide a full-service offering.

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