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Consulting Project International
Management Design
for Bauwerk Group Schweiz AG

f.r.t.l.: **Keywan Assir**, St.Gallen Project leader, OST – Eastern Switzerland University of Applied Sciences, Switzerland; **Anna Schneider**, OST – Eastern Switzerland University of Applied Sciences, Switzerland; **Leon van der Werff**, NHL Stenden University of Applied Sciences, Netherlands; **Dilara Ucmaz**, OST – Eastern Switzerland University of Applied Sciences, Switzerland; **Simona Thüler**, OST – Eastern Switzerland University of Applied Sciences, Switzerland; **Anna Bogdanova**, Financial University under the Government of the Russian Federation, Russia

Closing the customer journey gaps: Recommendation on clear online consultation solution

The consultation in the showrooms is proven to be a success model. However, the consultation capacity of these show rooms is naturally restricted. Bauwerk thus wants to develop a digital consultation form, which allows the transportation of the success factors of a physical consultation into a digital setting.

Proceeding

Secondary research aimed at understanding the parquet industry and to gather data on digital tools. In addition, interviews with architects, industry and internal experts to gather data on the sales funnel were conducted. Moreover, in two surveys a closer look into the customer journey of the current and potential end customers was taken. Due to the cultural influences between the different language regions of Switzerland, interview partners and respondents from all regions were considered.

Results

The primary research indicated that a high amount of the customers entering the sales funnel of a floor solution chose Bauwerk Parquet. The most important factors for a successful consultation are personal interaction, the variety of different floors, the possibility to touch the floor and to see the products in real life and a large area of different floors in the showrooms. Online tools are practically rarely used during the consultation. Thus, a purchase process of a floor covering only online consultation is not imaginable. In order to make digital consultation more effective the project team defined three recommendations which should solve the challenge for Bauwerk.

ost.ch/praxisprojekte-wi

Bauwerk Group Schweiz AG, St.Margrethen SG

Bauwerk Group is developer, manufacturer, and supplier of parquet flooring in the premium segment. The group offers a complementary portfolio of solid two- and three-layer parquets as well as wooden sports flooring and different accessories under the two brands Bauwerk Parquet and Boen. The premium brand Bauwerk Parquet is an overall innovation leader in the parquet branch.



Client

Bauwerk Group Schweiz AG
St.Margrethen SG,
Paul Eberle, Head of Marketing
www.bauwerk-group.com

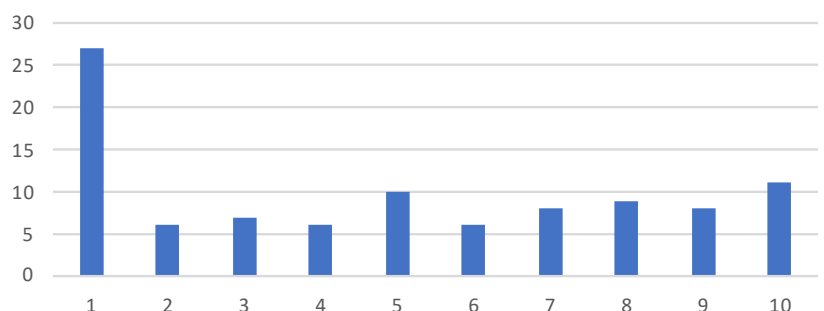
We are losing potential end customers in specific areas of the customer journey. Together with the project team, we developed great digital strategies on how to minimise this loss. The corresponding tasks are now being integrated into our digital marketing plan. I am convinced that this will reduce the loss and lead to even more orders.



Coach

OST – Eastern Switzerland
University of Applied Sciences
Mathias Kleiner, MBA

The team gained a good overview about the client's customer journey. Based on a well-developed research design, they presented insight information about a very specific market. The recommendations on online consultation solutions are strongly supported by gained information from expert interviews, a quantitative survey and desk research.



Influence of the architect/installer on buying-decision
Source: own illustration