



A store open 24/7, available in self-service mode, completes the sales network

Würth Automatic Store innovates and completes the online and offline shopping experience

The project was born from the Hevolus Innovation and ICAM partnership and revolutionized in a "Phygital" way the purchasing experience for Würth customers, with an innovative touchpoint available in self-service mode.

The Company

The Würth Group is a world leader in the distribution of fixing and assembly products and systems, with over 125,000 products in its range, including small metal and plastic parts, electrical, pneumatic and woodworking tools, chemicals, safety clothing and equipment, storage systems and workshop fittings. In 1945, Adolf Würth GmbH & Co. KG was founded, and the Würth Group is currently present in 84 countries with more than 400 companies. It employs over 76,000 people, including 33,000 Sales Technicians, and is the reference point for 3.4 million customers worldwide. The company had a worldwide turnover of 12.7 billion Euros in 2017. The turnover in Italy amounts to 460 million Euros. Active on the Italian market since 1963, Würth is part of 5% of companies that have invested in omnichannel customer experience in Italy, dedicating a significant effort to the development of a multichannel approach, both in a strategic-organizational view and the one connected to data analysis and digital technologies. Today Würth Italia has 150 stores, a widespread sales network and is always close to its customers thanks to the 24/7 online-shop and the Würth App, which can be downloaded for free.

The idea in short

Guaranteeing an increasingly efficient service and facilitating the purchase activity on all touchpoints, integrating the offline and online channel with a phygital approach - the "Würth Automatic Store" project was born with this goal. The shop that mixes the chance to buy on the spot and collecting purchases made online in flexible hours, 24 hours a day, 7 days a week, without waiting for couriers or dealing with missed deliveries. Customers can go to the "Würth Automatic Store" even at night or early in the morning and stock up on the goods they need, in full autonomy.

The project was developed thanks to the collaboration with Hevolus Innovation, technological partner of Würth Italia and Würth Group for Corporate Open Innovation initiatives, and with



ICAM, a company specialized for over 60 years in the design and production of innovative automatic storage systems and the distribution of materials in the industrial, hospital, urban and retail sectors. The first "Würth Automatic Store" will be installed in one of the industrial districts of the North-East of our country and inaugurated in 2020. Later on, the launch of other "Würth Automatic Stores" is planned and will continue throughout the national territory, in districts / industrial areas of ports, airports, large construction sites.

BuyBox, the innovative "phygital" touchpoint

BuyBox is the solution designed for Würth and consists of a real automatic shop installed outside, based on a modular structure, integrated into a removable 13-meters-long container, which is weatherproof and resistant to vandalism. The structure – with custom sizes based on the specific needs of Würth - allows the management of 1,800 items, over 6,000 product codes, with very different sizes, weights and packaging, including temperature-controlled items, managed thanks to an air conditioning system. The purchase, collection or restock of materials takes place through the In-Out Point, designed according to safety, ergonomics and design-for-all criteria. The automated shop is integrated with Würth's systems for order management and logistics. It also involves the coordination of user call centre activities, which are consistent with the omnichannel Customer Journey designed by Hevolus. The customer can choose whether to buy directly from the "Würth Automatic Store", selecting the items from the touchscreen display and making payment via POS, or pick up the goods purchased online. In this second case, after making the payment, the customer receives a QR Code for collection via notification on the smartphone. The customer now simply needs to go to the "Würth Automatic Store", when it is most convenient for him/her; after scanning the code using the QR code reader, the customer will automatically receive the goods purchased. Alternatively, you can have it delivered by a bike courier, when and where you need it, thanks to the integration of the service on the ICAM platform. The code is individual, in order to securely carry out the withdrawal. In the event of bad weather, the customer or the refill operator will be able to carry out the operations thanks to the projecting roof, installed near the In-Out Point.

Benefits

Designed to meet the purchasing needs of those customers who need greater time flexibility, "Würth Automatic Store" guarantees that the products are always available and efficient, fast and secure procurement service, offering more ways and opportunities to purchase, and significant saving of time. The benefits for Würth are greater sales opportunities thanks to 24/7 operations, the chance to test the commercial potential of new areas, the ease and reduction of the costs of opening a new store. Furthermore, "Würth Automatic Store" improves the supply chain, reducing the time and costs for the first and final sale effort and ensures real-time monitoring of the available stock and sales data for merchandise mix improvement.