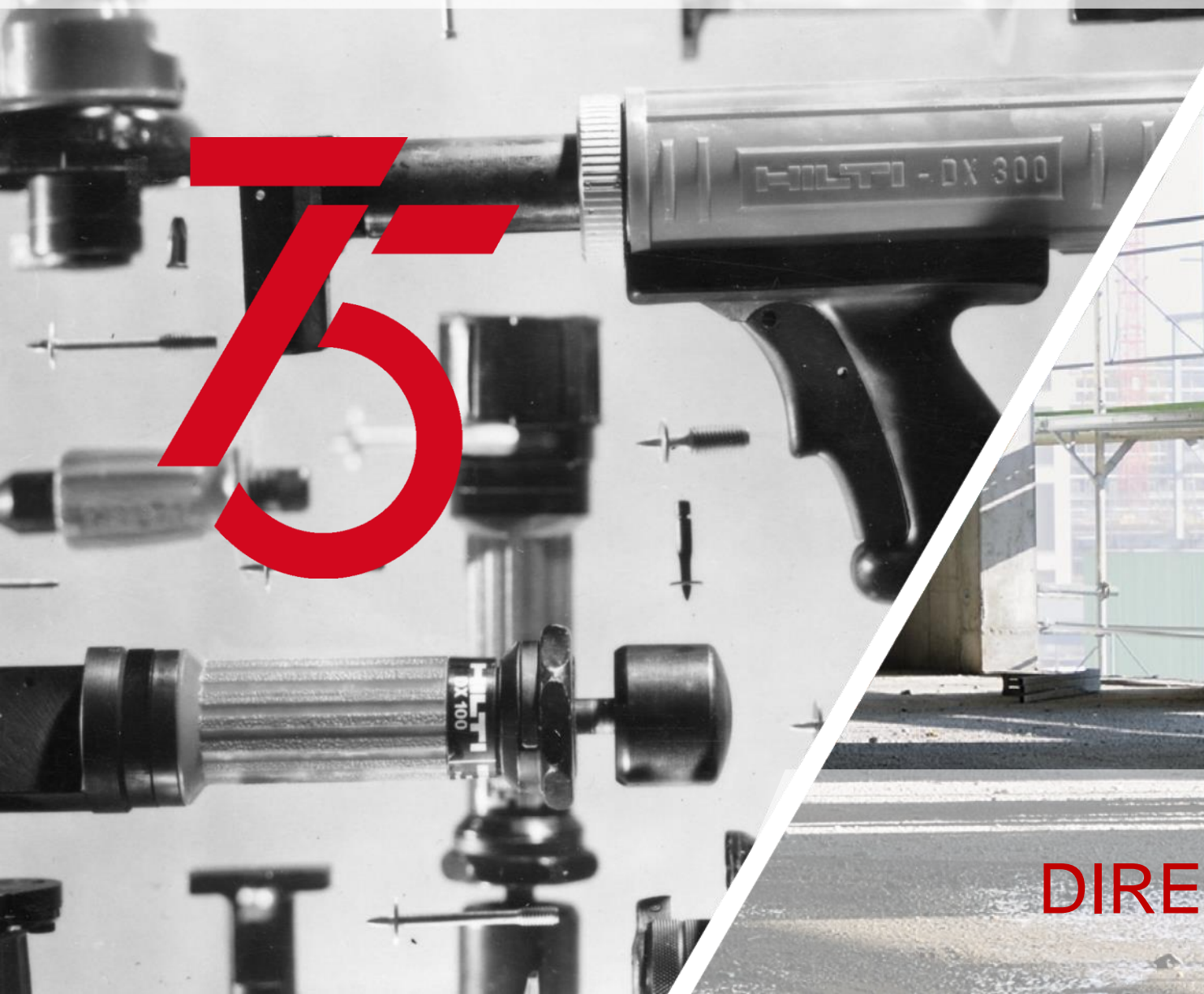# DIGITAL COMMERCIAL TRANSFORMATION

Gabriele Spadoni
Digital & Brand Manager
Southern Europe

22/05/2019

HIGH QUALITY TOOLS AND PRODUCTS

75

DIRECT SALES FORCE

2

MULTICHANNEL APPROACH

70 Hilti Store

25+ Customer Service rep

10 Technical Engineer

Mobile app

Sito web

Connessioni B2B

DEM

Social media

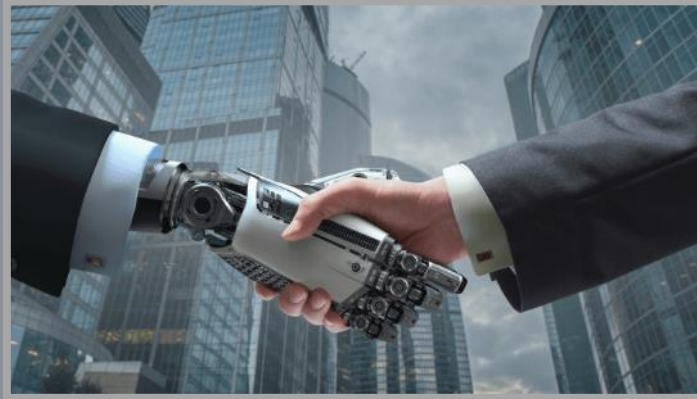500+ Account Manager

35+ IoT Consultant

35+ Field Engineer

6 DIGITAL PATHS IN HILTI:
LET'S FOCUS ON THE FIRST 3 "S"
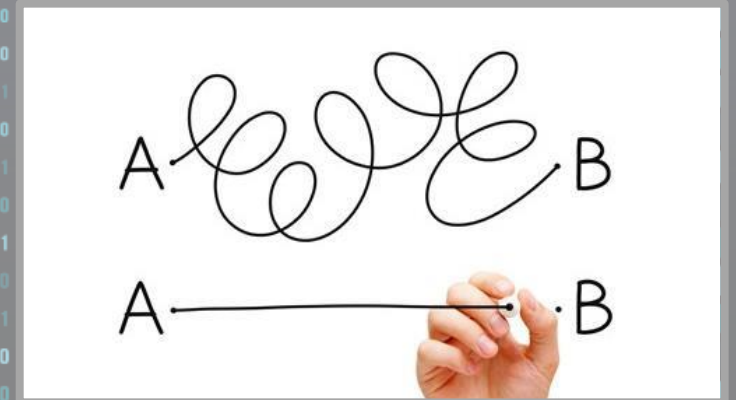
SUBSTITUTE

SUPPLEMENT

SUPPORT

SUBSTITUTE

SERVICE

SIMPLIFY

HILTI

SUBSTITUTE: ORDERS OPTICAL READING

- **Optical Character Recognition** technology to support easy order entry
- **Avoid manual data entry** and **reduce errors**
- **Avoid duplication** of effort to customers

SUBSTITUTE:
ORDERS OPTICAL READING
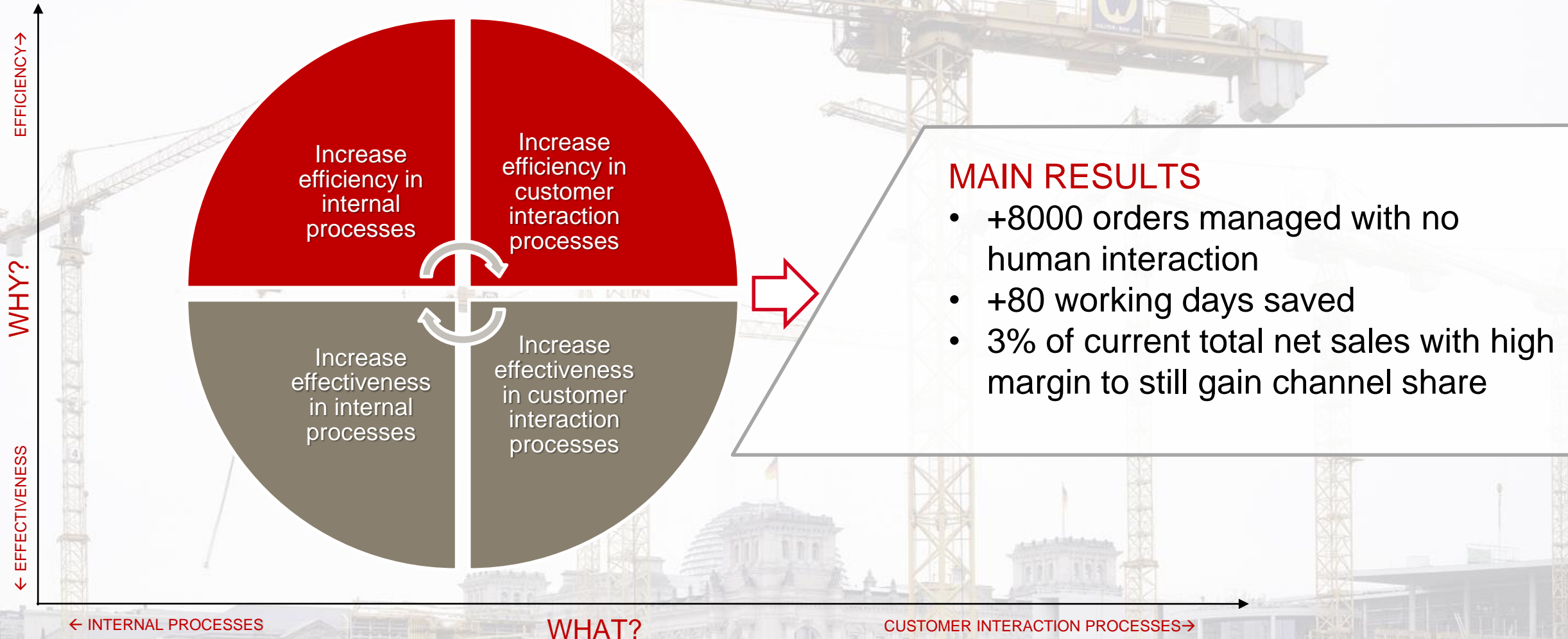
EFFICIENCY→

WHY?

EFFECTIVENESS

Increase efficiency in internal processes

Increase efficiency in customer interaction processes

Increase effectiveness in internal processes

Increase effectiveness in customer interaction processes

← INTERNAL PROCESSES

WHAT?

CUSTOMER INTERACTION PROCESSES→

MAIN RESULTS
- +8000 orders managed with no human interaction
- +80 working days saved
- 3% of current total net sales with high margin to still gain channel share
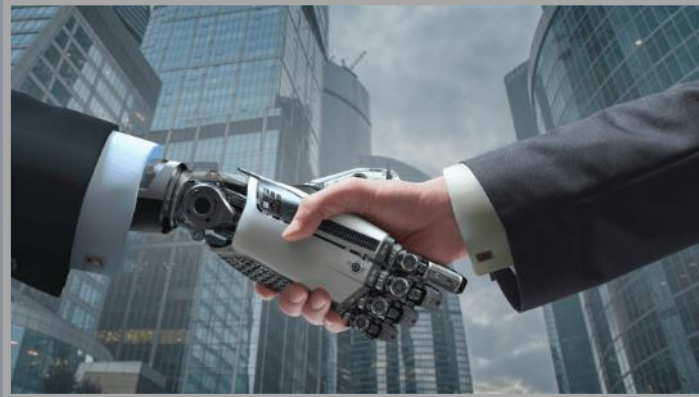
HILTI

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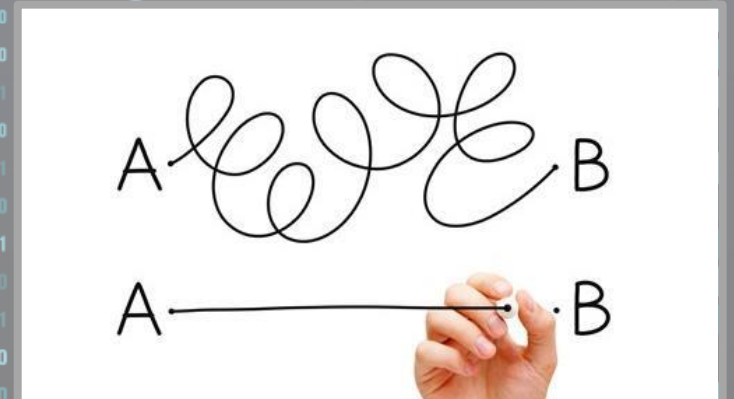
SUBSTITUTE
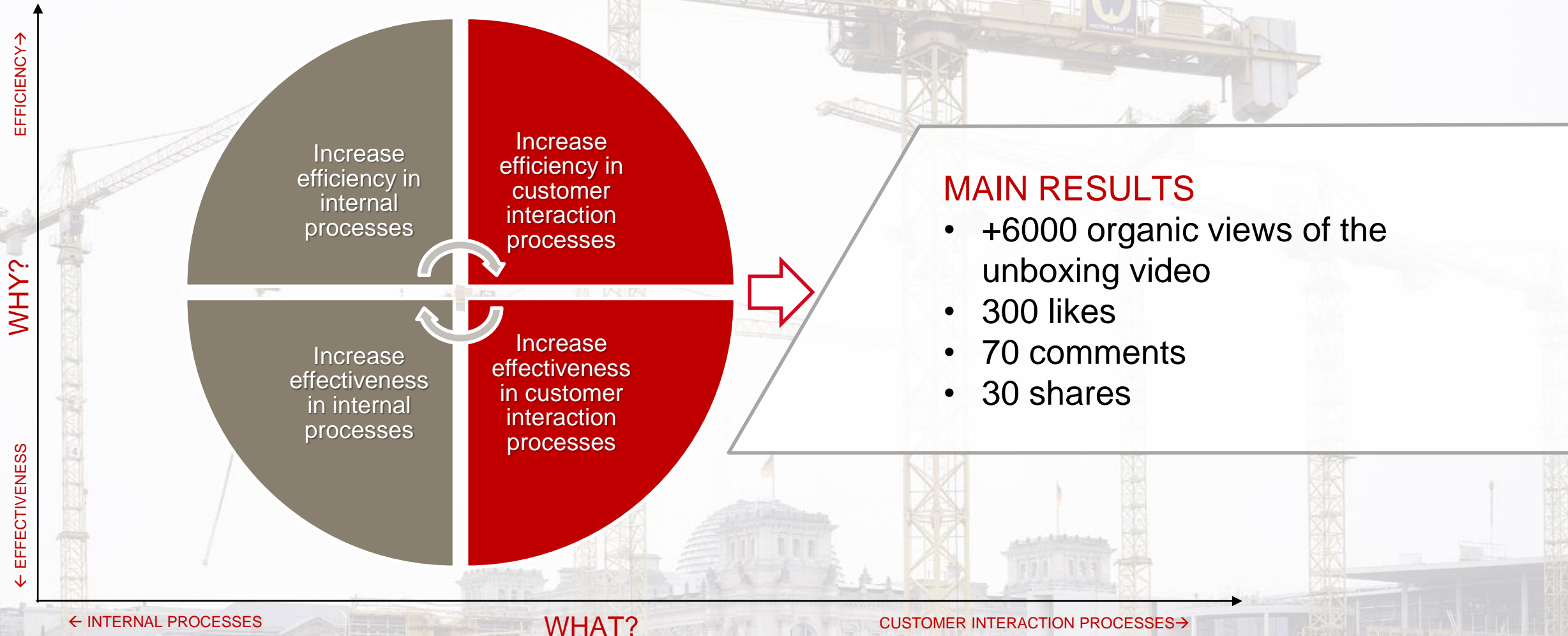
SUPPLEMENT

SUPPORT

SUBSTITUTE

SERVICE

SIMPLIFY

SUPPLEMENT: LIVE UNBOXING

- Launch of the new **cordless pipepress** (very important product in Hilti market)
- Live **unboxing** on Facebook and Instagram (1st time in Hilti)
- **2 customers involved in the project**
- 2 weeks of teaser campaign

SUPPLEMENT:
LIVE UNBOXING

EFFICIENCY→

WHY?

← EFFECTIVENESS

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Increase efficiency in customer interaction processes

Increase effectiveness in internal processes

Increase effectiveness in customer interaction processes

← INTERNAL PROCESSES

WHAT?

CUSTOMER INTERACTION PROCESSES→

MAIN RESULTS
- +6000 organic views of the unboxing video
- 300 likes
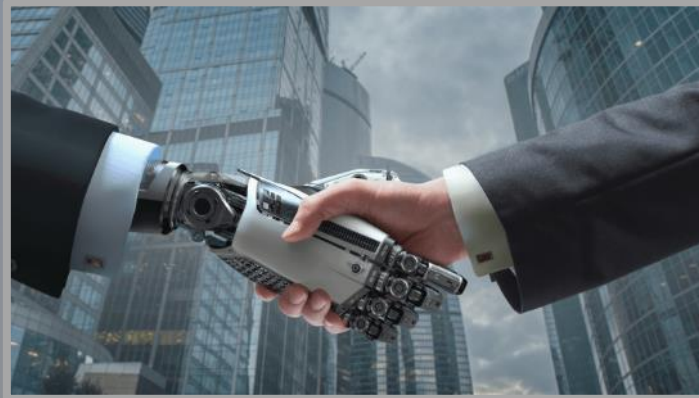- 70 comments
- 30 shares

HILTI

6 DIGITAL PATHS IN HILTI:
LET'S FOCUS ON THE FIRST 3 "S"

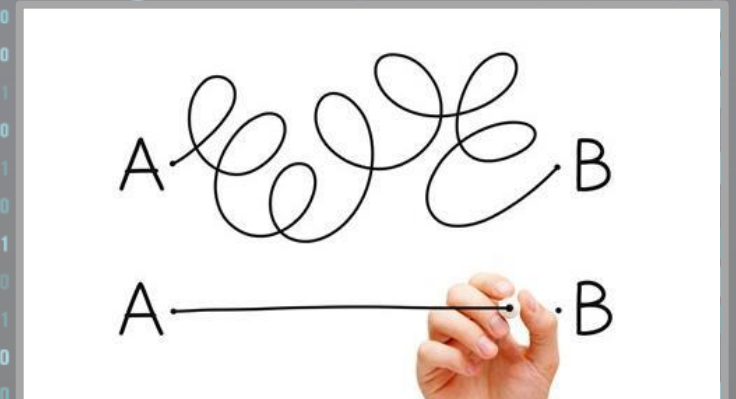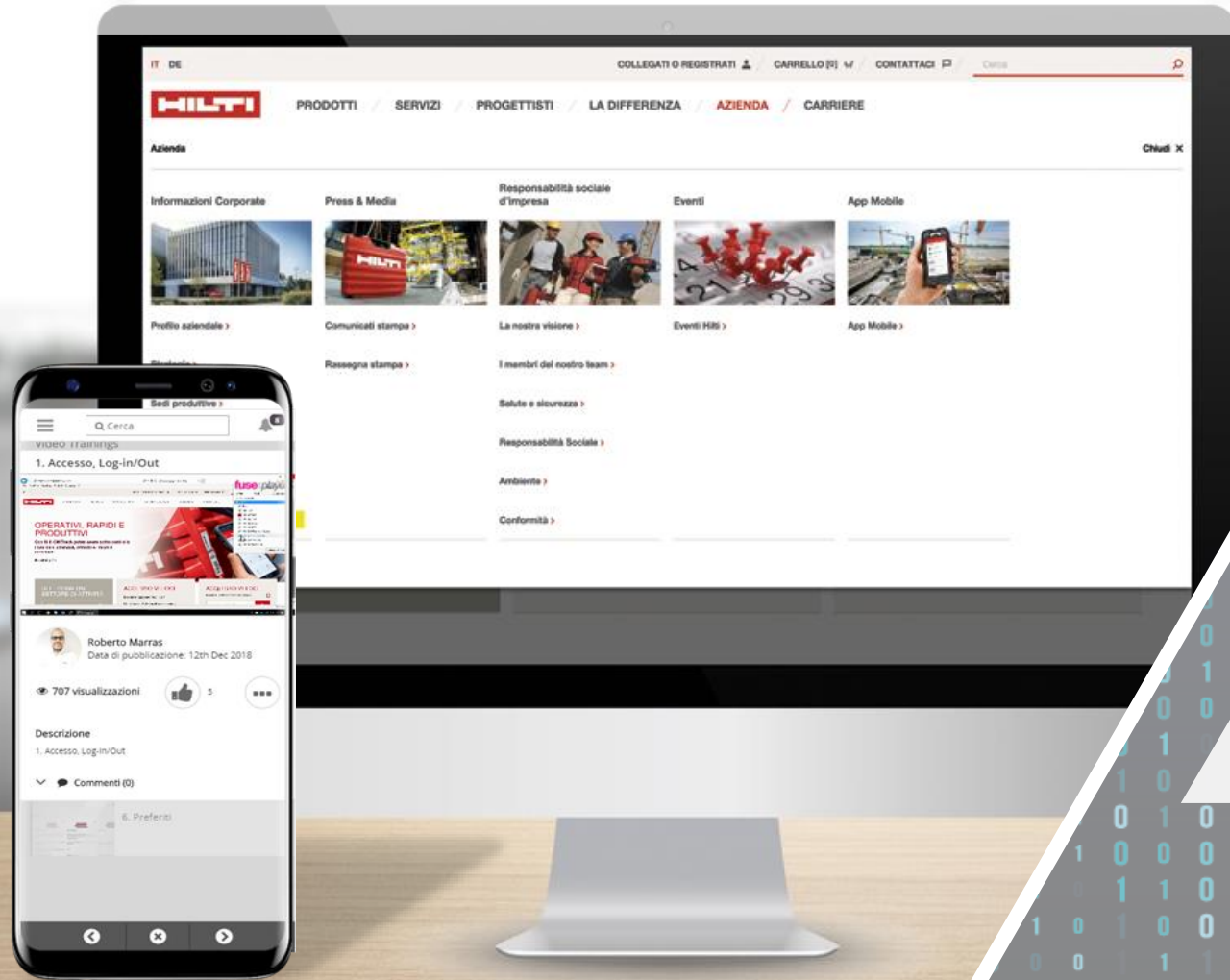SUBSTITUTE

SUPPLEMENT

SUPPORT

SUBSTITUTE
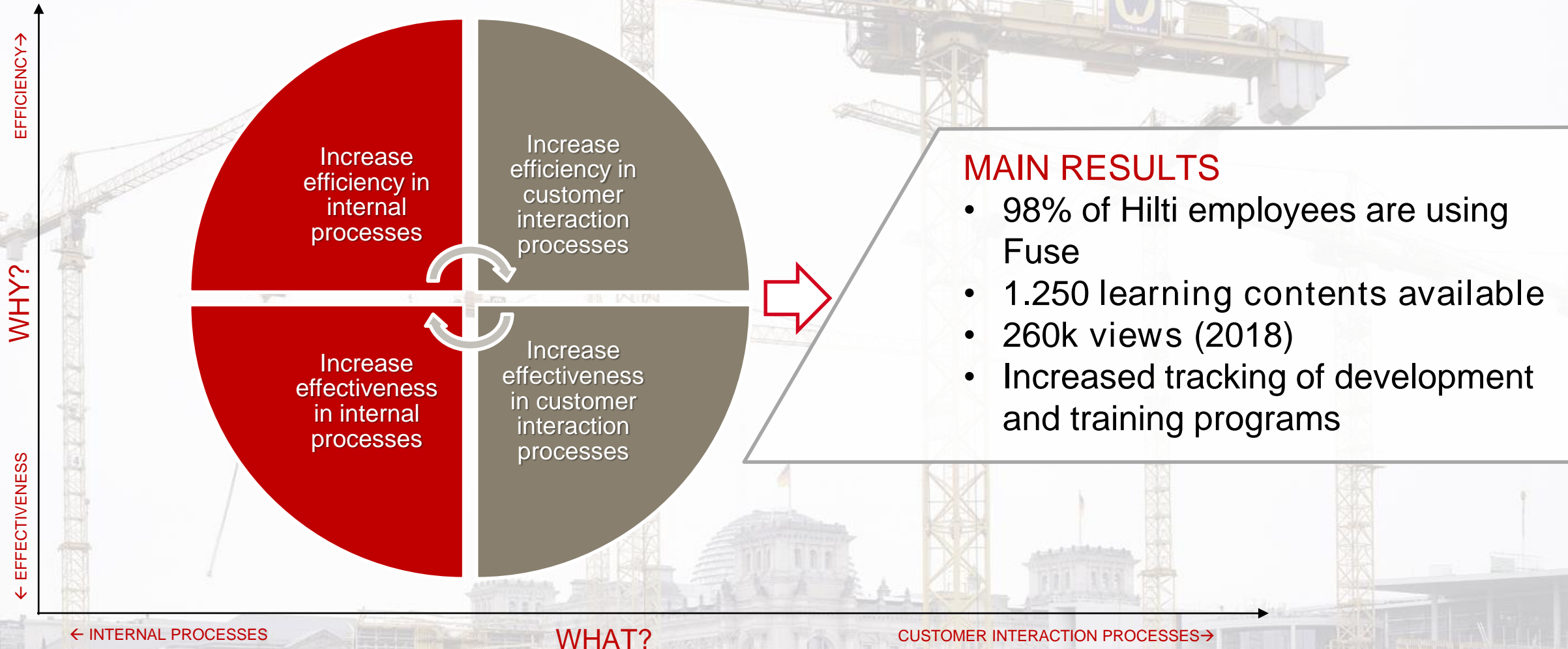
SERVICE

SIMPLIFY

HILTI

SUPPORT: DIGITAL TRAINING PLATFORM FOR HILTI EMPLOYEES

- Social learning platform for Hilti employees (training + sharing)
- 24/7 performance support for our sales force: tutorials and informative contents ready-to-use
- Customized training plan divided in steps to prepare in the right way the salesforce to the most relevant topics

SUPPORT: DIGITAL TRAINING PLATFORM FOR HILTI EMPLOYEES

EFFICIENCY→

WHY?

EFFECTIVENESS→

Increase efficiency in internal processes

Increase efficiency in customer interaction processes

Increase effectiveness in internal processes

Increase effectiveness in customer interaction processes

← INTERNAL PROCESSES

WHAT?

CUSTOMER INTERACTION PROCESSES→

MAIN RESULTS
- 98% of Hilti employees are using Fuse
- 1.250 learning contents available
- 260k views (2018)
- Increased tracking of development and training programs

THANK YOU
FOR YOUR ATTENTION
AND QUESTIONS