



Thorsten Repenning & Elisabeth Christens of the Webshop-Team

New web store and configurators from Elka



The North-Frisian drive manufacturer Elka has a new online web store, with built-in configurators for barriers and gate drives. This way, the company aims to make the ordering process easier and more transparent.



“Especially with our barriers, quite a few different configurations are possible,” says Thorsten Repenning. “Some options you can combine, but some you cannot. That made the ordering process very stressful at times in terms of advice. We are changing that with the new configurator.”

CONFIGURATOR

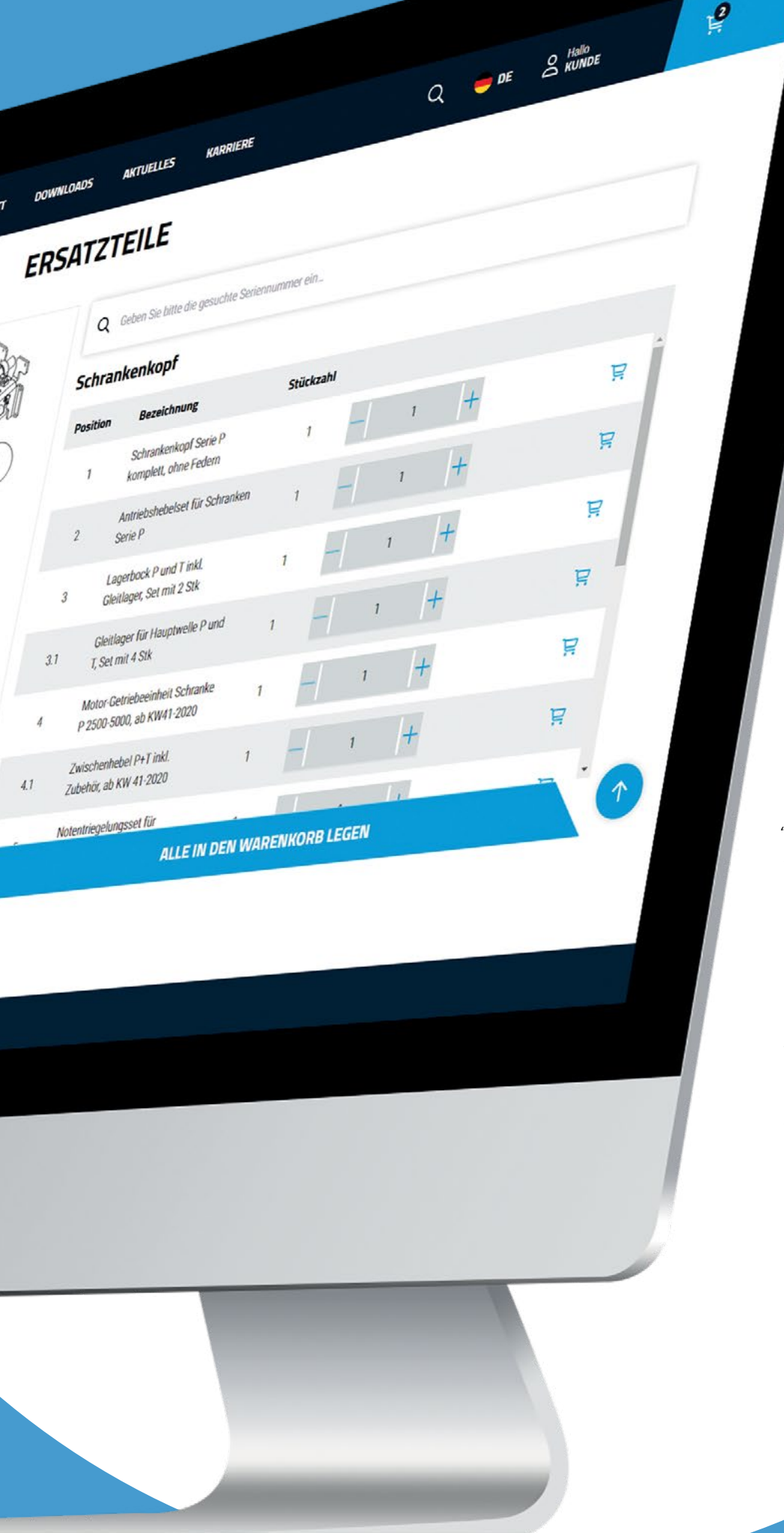
“Do you need a straight or an articulated gate arm?” asks Repenning as an example. “With an articulated gate arm, you need to divide the two halves of the arm in such a way that you have as much barrier width as possible, without the arm banging against the roof of the car park. Then there is the lighting: do you want built-in LED spots, an LED strip in the arm or an LED ring in the cabinet? Or a combination of the three? Do you want a catch pole with it? Should it be adjustable in height? Or have a magnetic lock? All these questions meant that customers often had to call our sales team first, before they could order, to ask whether the configuration they wanted was at all possible. Or they ordered so many consumers that the maximum power capacity was exceeded. In that case, you need an additional power supply to provide sufficient power to all the accessories. We have a department within sales, which technically checks all incoming orders and calls the customer if there is something wrong with the configuration. However, this always means a delay in the order for the customer. In the new configurator, all those kinds of things are asked in advance as much as possible. You are guided through it step by step and can only click on options, which are also technically possible. In the example of the extra power supply: it is added automatically as soon as the accessories require more power than the standard power supply can provide. It gives you a quick overview of the configuration possibilities.”



SHOP

The configurator - or rather configurators, as Elka has them for all barriers and for almost all gate drives - are part of a new web shop, which is linked to Elka's order processing software. "Our partners can log in and then immediately see their net price for each product and option," says Repenning. "They can click on additional built-in devices such as emergency stop switches and choose the location, which side of the cabinet they should be on. And if you want to install an intercom or card reader in a car pillar yourself, for example, you can choose the location for that as well and specify the dimensions of the opening. Our milling machine will then make that opening. This way, customers no longer have to wait for a quotation from us but can immediately see all prices in the web store. Even on Saturday mornings or regional holidays. For us, it means that the processing is now much faster."





ERSATZTEILE

Geben Sie bitte die gesuchte Seriennummer ein...

Schrankenkopf

Position	Bezeichnung	Stückzahl			
1	Schrankenkopf Serie P komplett, ohne Federn	1	-	1	+
2	Antriebshebelsatz für Schranken Serie P	1	-	1	+
3	Lagerbock P und T inkl. Gleitlager, Set mit 2 Stk	1	-	1	+
3.1	Gleitlager für Hauptwelle P und T, Set mit 4 Stk	1	-	1	+
4	Motor-Getriebeeinheit Schranke P 2500-5000, ab KW41-2020	1	-	1	+
4.1	Zwischenhebel P+T inkl. Zubehör, ab KW 41-2020	1	-	1	+

ALLE IN DEN WARENKORB LEGEN

ORDERING

"Ordering in itself is also faster now," says Repenning. "For example, you can specify all options from our transport partners right at the time of ordering, such as neutral delivery to a different address, delivery by truck with pump truck because there is no forklift truck at the site, telephone announcement of delivery and a desired delivery date. And then you will be informed about every step of the fulfillment process if you want. You would then receive an email that we have received the order, that we have placed it into production and an e-mail when the order has been shipped, of course also with tracking code. If you are logged in, you can see all packing slips and invoices for all orders you have made so far. Also of orders you entered by e-mail or by phone. This is how we provide more transparency."

MORE THAN A WEB STORE

With the new portal, Elka aims to offer more than just a convenient web shop with configurators. "For example, you can give employees a user role that suits their tasks," says Repenning. "For example, a buyer can see prices and place orders. An installer does not see prices and cannot order. But he can select parts and put them in the cart, so a buyer can easily order for him. To quickly find the correct spare part, we have put exploded views in the web shop. There you can

see, for example, the barrier broken down into all the spare parts you can order. You can easily select the parts you need to repair damage, for example. This even works for older models, you enter the serial number of the barrier, and the drawings automatically change to the old model and show the right parts. For a year now, we have been working on a system where every barrier and drive will have a QR code. Scanning this code on the job

will automatically take you to the right product and you can immediately download the correct installation instructions without having to search. Soon, that link will also allow you to go directly to the parts section of the web store." The new web store with configurators is already online and is available in English and German. ■

