

One-stop shopping

Endress+Hauser makes instrument selection easier on endress.com

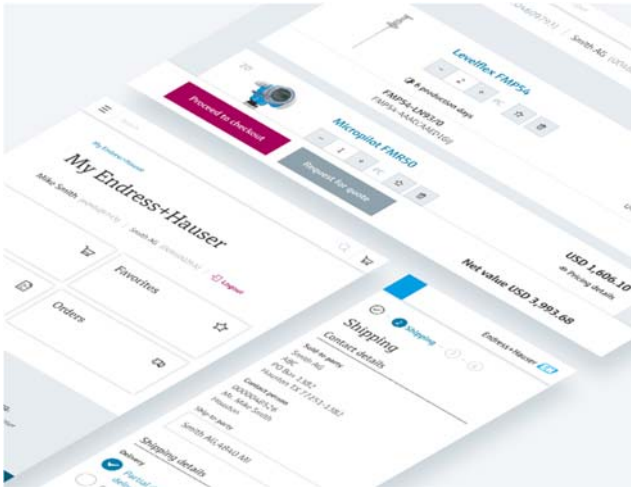
More and more measurement instruments are being ordered online from Endress+Hauser. In the first five months of 2020, incoming orders via endress.com nearly doubled. With the introduction of the new FLEX product segmentation structure, integration of the global E-direct portal into the website and further optimization of the e-commerce area on endress.com, finding and ordering the right products online will be even faster and easier for customers.

“By merging both shops and introducing several innovations on endress.com, we are making it even easier for customers to do business with us digitally,” says Nikolaus Krüger, Chief Sales Officer at the Endress+Hauser Group. While the global E-direct portal was designed for simple products that serve basic measurement needs, endress.com offers the entire Endress+Hauser portfolio. With the migration on course to be completed by the end of the year, everything will be available at a glance and from a single source online, thus eliminating the need to switch shops and accounts.

To do that the FLEX product segmentation was introduced on endress.com. This new feature supplements the existing selection options and divides the Endress+Hauser measurement instrument portfolio into four areas according to the needs of the customer. The ‘Fundamental’ segment contains basic products that are easy to select, install and operate. ‘Lean’ features reliable and robust instruments designed for the efficient management of core processes. ‘Extended’ shows all innovative process optimization technologies, while the ‘Xpert’ segment combines specialized products for demanding applications. “FLEX makes it even easier for our customers to locate the right product for their individual needs,” says Nikolaus Krüger.

Newly revamped e-commerce section to provide the best possible user experience

In addition, the endress.com e-commerce area was expanded with useful functions to improve the user experience. After signing in, customers can now use their ‘My Endress+Hauser’ account to more easily manage all of their activities, such as product offers and orders. The account structure, shopping cart and checkout have been optimized as well. Enhanced order tracking provides full transparency, which now gives customers the ability to call up the status of their orders at any time and from any device.



EH_website.jpg

With the new FLEX product segmentation structure, selecting measurement instruments from the Endress+Hauser website will be even easier.

The Endress+Hauser Group

Endress+Hauser is a global leader in measurement and automation technology for process and laboratory applications. The family company, headquartered in Reinach, Switzerland, achieved net sales of over 2.6 billion euros in 2019 with a total workforce of 14,000.

Endress+Hauser devices, solutions and services are at home in many industries. Customers thus use them to gain valuable knowledge from their applications. This enables them to improve their products, work economically and at the same time protect people and the environment.

Endress+Hauser is a reliable partner worldwide. Its own sales companies in 50 countries as well as representatives in another 70 countries ensure competent support. Production facilities on four continents manufacture quickly and flexibly to the highest quality standards.

Endress+Hauser was founded in 1953 by Georg H Endress and Ludwig Hauser. Ever since, the company has been pushing ahead with the development and use of innovative technologies, now helping to shape the industry's digital transformation. 8,000 patents and applications protect the Group's intellectual property.

For further information, please visit www.endress.com/media-center or www.endress.com

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