

it.mx customer portal<sup>ADD</sup>

# Malvern Panalytical transforms customer experience and brings 150% increase in orders



*itelligence were selected because of their experience and ability to incorporate the website directly within SAP, their innovative approach to the eStore layout incorporating Malvern's branding requirements and, most importantly, because of their team's working approach."*

Martin Langley, Programme Manager, Malvern Panalytical

Global materials and biophysical characterisation company, Malvern Panalytical, was keen to improve its B2B commerce offering while expanding into new territories, so it called in Weaveability's experts to develop a brand-new B2B customer experience. The exciting new developments that followed resulted in a 150% increase in orders after its eStore relaunch.

Founded in 1967, Malvern Panalytical has worked hard to build its unshakable reputation as one of the world's leading materials and biophysical characterisation companies, at the forefront of the development and manufacture of analytical instruments that allow the understanding of materials. Headquartered in Malvern, UK, it has subsidiary organisations in all major European markets, North America, Mexico, China, Japan, Korea and India.

As part of the Spectris group, Malvern was keen to uphold the associated stamp of quality and high standards, supported by its Code of Business Ethics. The code was created with evolving business needs firmly in mind, with the mission to improve customers' products and processes by delivering added value through its services.

The company understood that its provisional B2B eCommerce experience did not deliver this added value and was unrepresentative of the standards that Malvern strives to maintain.

Previous system issues included:

- Disconnected from main site
- Manual aspects wasted time and money
- Not user-friendly and limited ranges
- Delivered no significant added value
- Not representative of high brand standards
- Duplication of resources for order entry

If Malvern were to expand into new territories, these elements needed addressing quickly, as did the multi-lingual/multi-currency elements of its offering. Ultimately, this meant implementing a great solution in just four months.



### Three main elements

to the brief given to itelligence:

1. Malvern's website had to allow for the expansion of the company into new territories. One of the frustrations for customers and staff was the language barrier. We solved this element of the implementation process by bringing real-time multi-lingual and multi-currency functionality to the platform, connected directly to SAP, which would also ensure up-to-date pricing.
2. It was vital we provide a seamless brand presence. The existing system looked disjointed and, given how radically different the online store was to the main site, consumers might assume that it was even operated by a different company.
3. Malvern is constantly seeking to improve itself as well as its staff and customer base, so the provision of an education, training and software element on the new store was paramount.

Linking the store to SAP with an it.mx customer portal<sup>ADD</sup> has allowed Malvern Panalytical to develop quotes through the store and customers to create accounts very easily. Thanks to the easy-to-use CMS, the company can upload new parts to its site within minutes.



*The previous Malvern Store website was built as a proof of concept to find out if our customers would buy consumables online. This was achieved at a very low cost, so whilst the concept was proven, it also meant that we had a very basic store that was neither user friendly nor a full product range. The it.mx customer portal<sup>ADD</sup> delivered by itelligence exceeded all our expectations. itelligence's team were great to work with; they were very responsive, they listened to our requirements and provided solutions even when we didn't quite know what we wanted"*  
Martin Langley, Programme Manager, Malvern Panalytical

Malvern can now deliver the high-quality B2B experience that customers expect. Malvern now benefits from

- Global capability (multilingual/multi-currency)
- User-friendly platform
- Added internal efficiencies
- Improved processes and services that add customer value
- Seamless brand presence
- Provision of education, training and software elements
- Real-time data/communication



**Organisation:**  
Malvern Panalytical

**Industry:**  
Manufacturing

**Products:**  
Analytical instruments

**Website:**  
<https://www.malvernpanalytical.com>