

PRESS RELEASE

“Amalgamating the best of both worlds”

***Ismaning near Munich, 23 September 2015* – maihiro GmbH, a specialist in IT-supported Customer Relation Management, demonstrated at dmexco 2015 how e-commerce and the retail purchasing experience can be married to optimum effect.**

According to the commerce experts from maihiro, sales staff will in future have online capabilities that will enable them to provide more extensive assistance to customers in the store. If a customer, for instance, likes a backpack he has just tried out but would like it in a different colour, the sales assistant will be able to arrange for the desired item to be delivered to the customer’s home. This can be effected directly in the shopping aisle. And the customer can also pay there and then.

In-store staff can therefore turn into sales advisors, for both in-store and online purchases. The retail customers of tomorrow will no doubt like what the commerce experts from maihiro were demonstrating in their showcase at this year’s dmexco. The purpose-built “maiEnergy” demo shop simulated the future world of purchasing using the example of a trader with a wide portfolio of energy products. Besides rooftop solar panels and charging stations for the garage, the showcase shop also offered solar backpacks and other wearables.

The demo shop brought together decades of experience gained by maihiro as an SAP CRM Solution Partner with innovative ideas from the new E-Commerce division of the consulting specialists from Ismaning. The person heading the division is Dominic Veit, who joined maihiro in June, having spent many years as project developer at hybris, the e-commerce solution provider that was recently acquired by SAP. Veit: “To us, retail is still a very important channel. A genuine omni-channel strategy just needs to incorporate it in an appropriately useful manner. Our tools make this an even more straightforward process now.” One helpful tool will be the software for tablets that are equipped with a slot for payment cards and a barcode scanner, and which are, of course, not only connected to the online shop, but also incorporate a full-function point-of-sale system. “This allows staff to provide comprehensive assistance directly at the product shelf or near the changing room. For customers who are already registered, the sales assistant can also bring up their wish list, which the customer has previously compiled at home in the online shop.”

Like maihiro's presence, the showcase formed part of the SAP "Beyond CRM" stand, where the software company from Walldorf offered glances into the future of e-commerce with the participation of selected partners.

A future where systems that have previously been separate are increasingly becoming more integrated. The goal: greater customer focus, better turnover, more in-depth knowledge about the customer journey through all media channels.

No wonder then that maihiro's showcase attracted plenty of interested parties, fitting perfectly into the current image of the very international online marketing trade fair dmexco. dmexco did, in fact, break records yet again, as over 43,000 people came to Cologne to visit the fair on the two exhibition days, 10,000 more than the previous year.

About maihiro

maihiro (www.maihiro.com) is a specialist in Customer Relationship Management (CRM), Customer Engagement and Commerce. The consultancy firm looks after its customers with regard to marketing, sales and customer service, right the way through from strategy advice and process optimisation to implementation and application management. The company is the consultancy and implementation partner for SAP. It was founded in 2000 by Bernd Hesse, Uwe May and Mark Roes and today employs over 110 permanent staff at its offices in Berlin, Hamburg, Ismaning near Munich and Vienna. In 2005, under the leadership of Matthias Götz, maihiro established a subsidiary in Austria. In 2014, the consultancy firm received the Top Consultant Award and was recognised as one of the fastest-growing companies when it received the Bavarian business prize for "Bavaria's Best 50". In 2015, the consulting company entered the top 10 for the first time in the top 100 competition of the most innovative medium-sized companies. So far, maihiro has successfully completed over 500 CRM projects in various industry sectors across the world.

Further Information

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