

SUCCESS STORY

**Einhell increased sales by 60%
in 3 months with customer-
centric discovery.**



ZOOVU

About Einhell.

Einhell Germany AG is a medium-sized company headquartered in Landau an der Isar. For years, the Einhell brand has stood for creating solutions for DIY and craftsmen operating for home, garden, and leisure.

From A cordless screwdrivers to Z crosscut saws, Einhell has developed and sold 1.800 innovative products in more than 90 countries through 40 subsidiaries.

“With Zoovu, we have an innovative partner at our side that is instrumental into taking our digital strategy to a whole new level focuses on an application-oriented approach to helping customers.

The results speak for themselves, and our unique Power X-Charge battery system is inspiring more and customers.”



Andreas Hoffmann

Head of Domain Applications
& Content Factory
Einhell Germany AG

The initial situation, benefits and success.

Einhell has a high aspiration of selling all products optimally suited to their customer's needs.

Product knowledge

The Einhell team gains immediate insights into preferences and purchase motivators of their target groups with Zoovu

Rapid implementation

Live in 4 weeks

60%

increase in sales in 3 months, thanks to customer-centric discovery experiences and bundles to boost cross-selling

242%

higher conversion rate than the industry average

Overview.

After deciding to partner with Zoovu's Content Discovery platform, Einhell was ready to start implementing dynamic discovery experiences like conversational assistants and product configurators to help buyers find the right power tools and accessories.

By integrating content discovery into their digital sales strategy, Einhell provides their target customer with intuitive, advice-driven experiences that make purchasing power tools and compatible accessories on their website easy and fool-proof.



Challenge.

Making high-performance and technical products easier to understand to boost sales

Einhell is a leader in the manufacture of battery-powered tools and garden equipment. With the Power X-Change battery system, Einhell created a battery platform that ends the confusion of different batteries for tools and garden equipment.

While the confusion of different batteries had been settled with this new product, they needed the customer experience of finding the right

combination of products to be simple and easy. Communicating the extensive benefits of their battery platform in a customer-friendly way was a challenge for Einhell. It became clear they needed to find a way to support customers in finding their way around and selecting the right product combination for their specific applications.

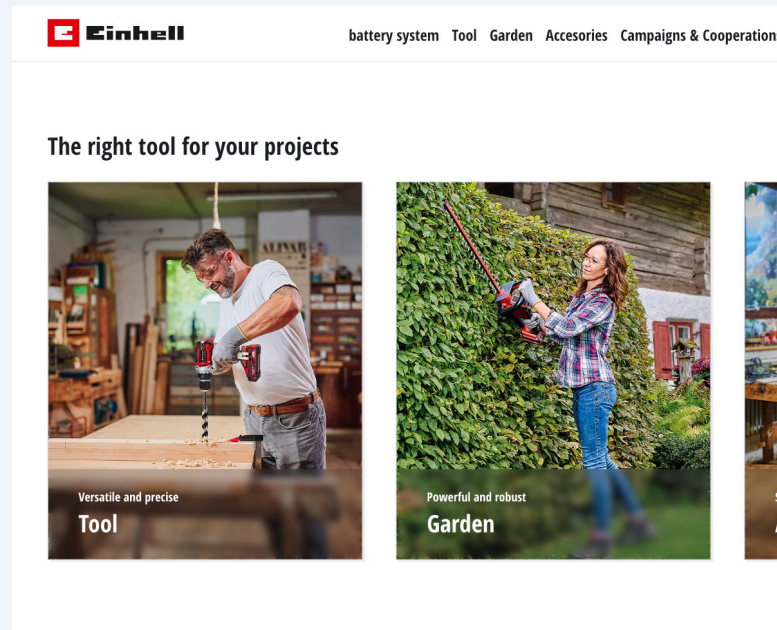
Not only was it important to enable their online customers more effectively, but it was also important for Einhell to provide the same standard of customer excellence they hold themselves to and their customers expect for them.



The basis for creating customer loyalty is providing our customers with the best possible online advice and helping them find what the right product configuration.

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Einhell sought to find a solution that would enable them to optimize their website to be customer-centric first and provide customers with best-in-



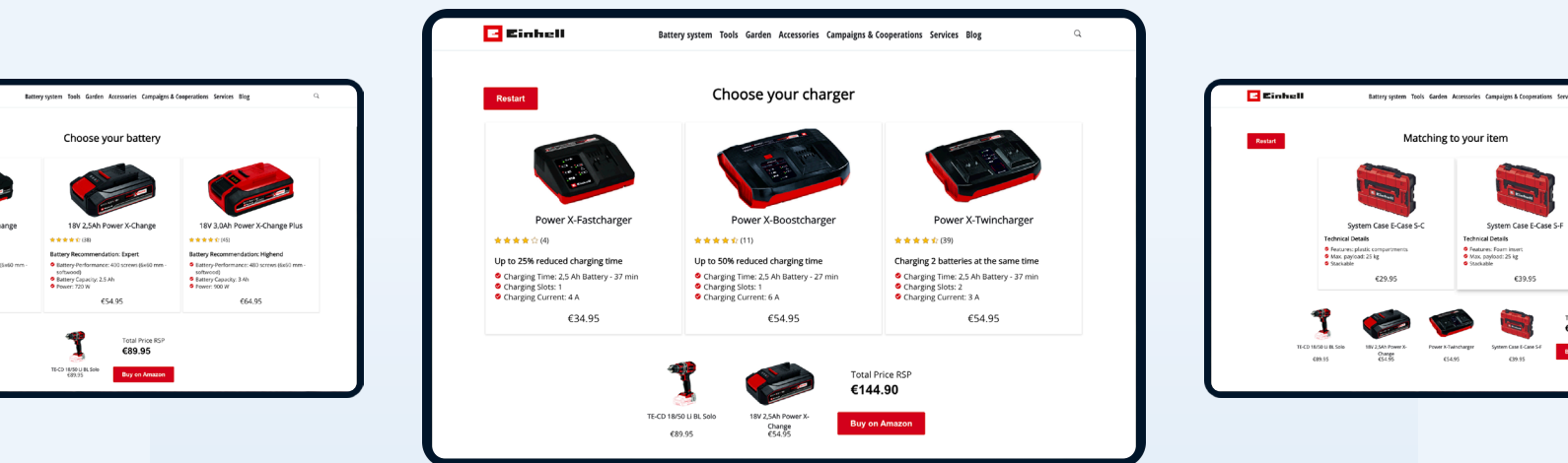
class digital advice that helped them turn their projects into a reality. This led them to **Zoovu's Content Discovery platform.**

Solution.

Integrate AI-Driven Content Discovery to Help Buyers Finding a solution that flexible, easy-to-use, and not a heavy IT lift was critical for the Einhell team.

When they started to engage in conversations with Zoovu, they saw an opportunity to partner with an innovative provider that enabled them to create the right foundation for a future-proof digital strategy. With the partnership underway, Einhell began their implementation following a multi-step process:

- **Integrate product data catalog** into Zoovu to manage the complex compatibilities between battery, charger, and accessories
- **Enrich product data with semantic knowledge** to turn technical specs and information into customer-friendly language
- **Build a dual conversational assistant and configurator discovery experience** with newly enrich content and compatibility rules for battery & accessories
- **Design discovery experience** in accordance with brand identity and best practices



Einhell involved internal product experts to help with mapping the product range with the right questions and advice to ensure every recommendation made sense to customers as they engaged with the experience.

As the team worked through the implementation process, they were particularly impressed with how precise the recommendations generated were, even as they added updated product ranges with new features or products.

This core feature of Zoovu's platform means Einhell can focus on optimizing the experience itself over time without needing to manually maintain product content as the product range evolves over time.

Results.

60% increase in sales & uncovering insights into their customers

After integrating their Battery X Charger system experience onto their website, Einhell saw sales increase by 60% in 3 months as customers were able to discover the right product combination for their needs.

The effectiveness of real-time consultation combined with access to comprehensive data analysis fuels an iterative process to continuously optimize the customer experience for higher conversions with precise product recommendations for every customer.



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The benefits Einhell have attained go beyond increased sales and higher conversion rates with the Zoovu platform.

Namely, Einhell's digital team does not need to put extensive manual effort into A/B testing and path-to-purchase adjustments because Zoovu's AI capabilities automate optimizations and ongoing, data-driven performance improvements.

Additionally, Einhell gained access to insights into their customers' behavior, like product preferences, most selected combinations, purchasing trends, and what resonates with them as they move through the discovery experience.

Conversation Insights: Zoovu reporting provides deeper insights into customer needs and preferences. It can be used to answer questions such as, "Do our customers prefer high-end or DIY products?", "Do our customers value versatility or precision more?", or "what role does product weight play in purchase decisions?".

Conversation analytics: Detailed data analysis of consultation histories and reports on customer engagement provide Einhell with direct insights into

Product intelligence: Direct evaluations of product performance and product purchase probabilities, Einhell tracks what factors drove a purchase decision and can make data-driven conclusions for further product development and product marketing.



Zoovu is the AI driven product discovery SaaS platform for e-commerce. We help brands and retailers deliver contextually relevant conversations just like your best store associate would. Our conversational AI platform delivers digital assistants across all channels and the entire customer lifecycle including evaluation, purchase decision and post-purchase.

Whether it is through product discovery experiences, next-generation chat bots, social media or intelligent search bars, Zoovu delivers contextual and conversational experiences that convert.

More than 2,500 brands and retailers use Zoovu to help shoppers find and buy the right product, including Amazon, P&G, Whirlpool and Microsoft. Zoovu operates worldwide in 500+ product categories, across all languages.

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Einhell

See how Einhell uses Zoovu to help guide buyers with content discovery.

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