

# **Survival of the fittest? - Das digitale Ökosystem bei WACKER**

Hans Müller, WACKER Corporate Communications, November 2024

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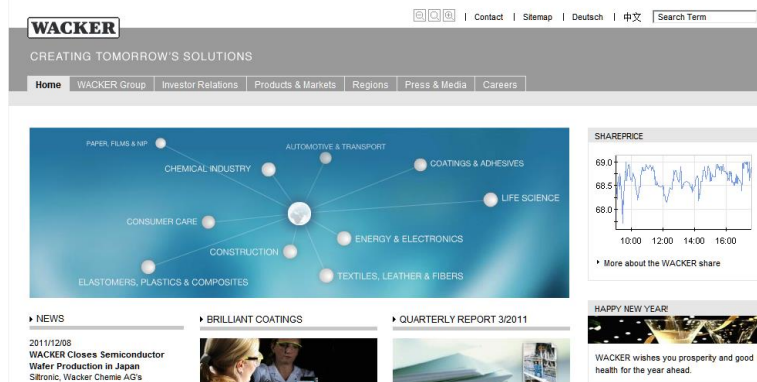
The starting point: the Digital Product Communication Strategy project

Our journey from a company website to a digital experience platform

Factors of success

# Our start over 10 years ago: customer expectations could not be fulfilled

## Customer Experience



- ▶ Integrated Corporate Website and Product Portal
- ▶ Request for change driven by customer expectations: online experience as known from B2C

## Governance



- ▶ Relaunches every few years as a major project
- ▶ Budget allocation in competition with production expansion

## Data



- ▶ Time-consuming maintenance process of product data
- ▶ No single source of data



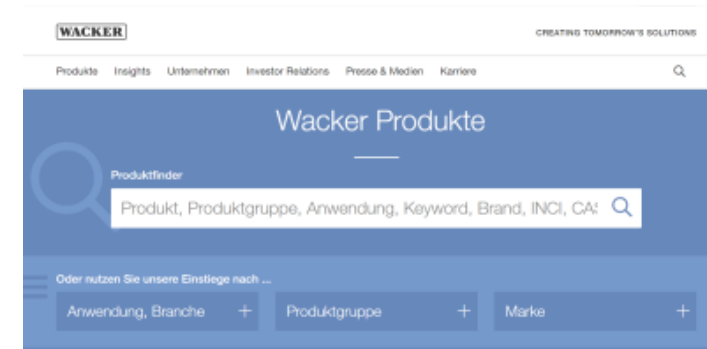
# Two groundbreaking strategic decisions have been taken

## Product Content Management System (PCM)



- ▶ A new product content management system (PCM/PIM) will enable centrally managed product and marketing information and therefore improve operational excellence

## Digital Product Communication Strategy (DPCS)



- ▶ Establishment of a state-of-the-art wacker.com product website with seamless integrated information architecture and personalization
- ▶ Enhance digital capabilities for product communication

# Our way from a “classic” website towards a Digital Experience Platform

## PCM / PIM

Decision for our new product content management was taken and detailed requirements engineering started.

2015

## Salesforce Sales

To integrate all processes and interfaces, we launched a new customer relationship management system.

2018

## Relaunch wacker.com

We relaunched our website based on the new database structure and content in PCM.

2019

## My Account

My Account as hub for transactional customer services.

2021

## Salesforce Marketing

Lead generation capabilities were configured in Salesforce for ongoing marketing automation campaigns.

2023

## 4 Strategic decisions that guide our action areas and projects

### Continuous Relaunch Approach

To achieve organizational agility, we regularly improve upon the wacker.com channel in small intervals instead of relaunching big every few years.

### First Party Data Strategy

We gather user data ourselves which ensures high quality that can actually generate leads and create better experiences for our users.

### Home for Digital Services

Wacker.com provides a global and regional home for all digital customer services, including transactional services.

### Focus on core languages


With English, German and Mandarin we provide close to 90% of our users with their preferred language, so that we can focus our resources on excellent experiences for the majority of our customers.

# wacker.com launch video



# Our success in numbers

 **+ 30%**  
more visits on  
wacker.com

 **5%**  
of product searches with 0 results  
compared to >50% before launch

 **+ 70%**  
higher Engagement Score

 **236,500**  
mailable persons in CRM

 **14,000**  
products in database

 **>2000**  
registered customers

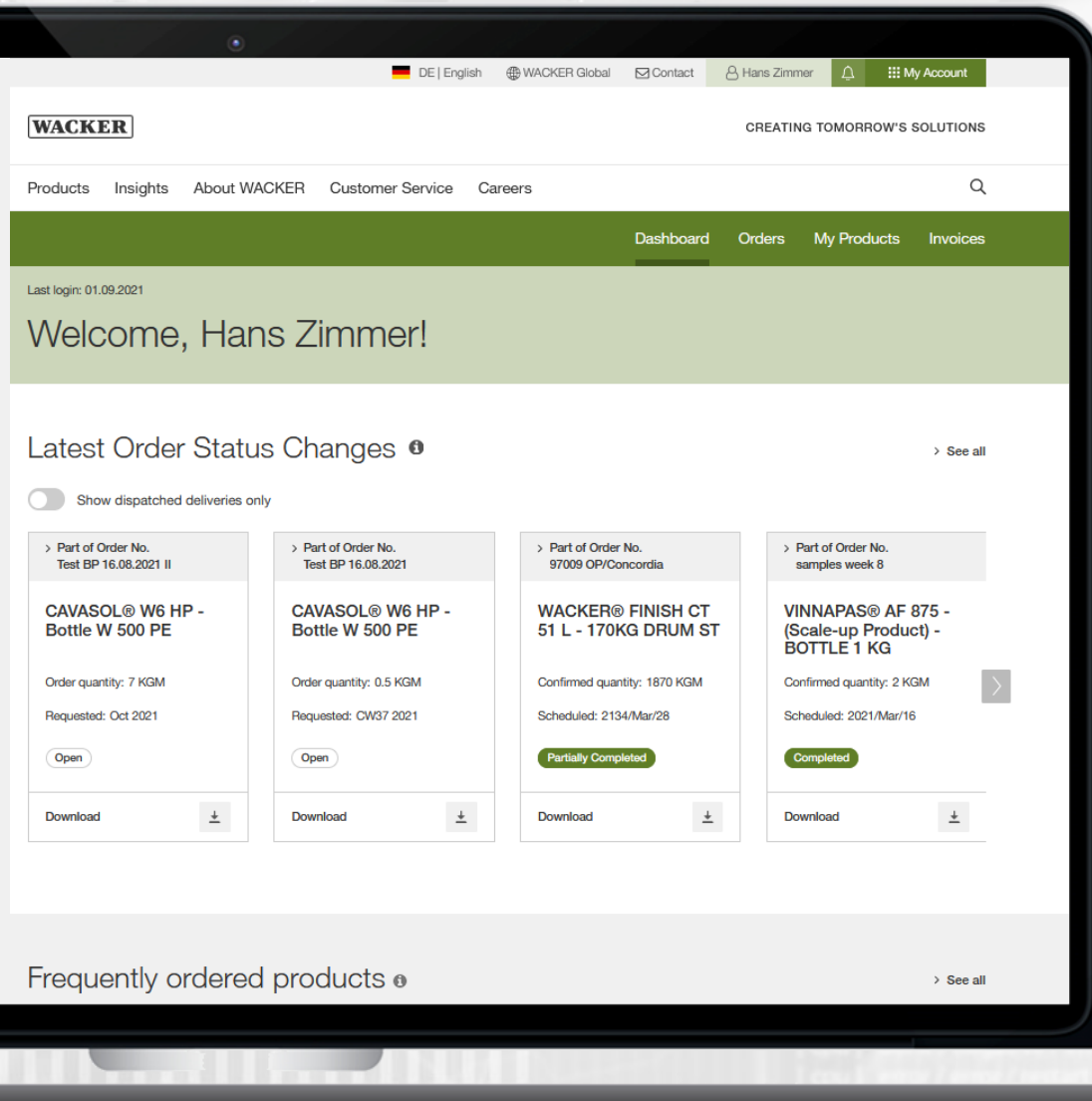
 **80%** satisfied  
customers  
(CSAT)

\* Monthly averages, January - May 2024



# How the company website became a digital experience platform

# My Account on wacker.com as hub for transaccional services



- Real-time information about the **order (fulfilment) status**.
- Key information on **materials and related documents**.
- Tracking & tracing** of deliveries.
- Easy **ordering and re-ordering** of WACKER products.
- Overview of open and settled **invoices**.
- Saving time with **intuitive search**.
- 24/7 availability** anywhere and on your preferred device.

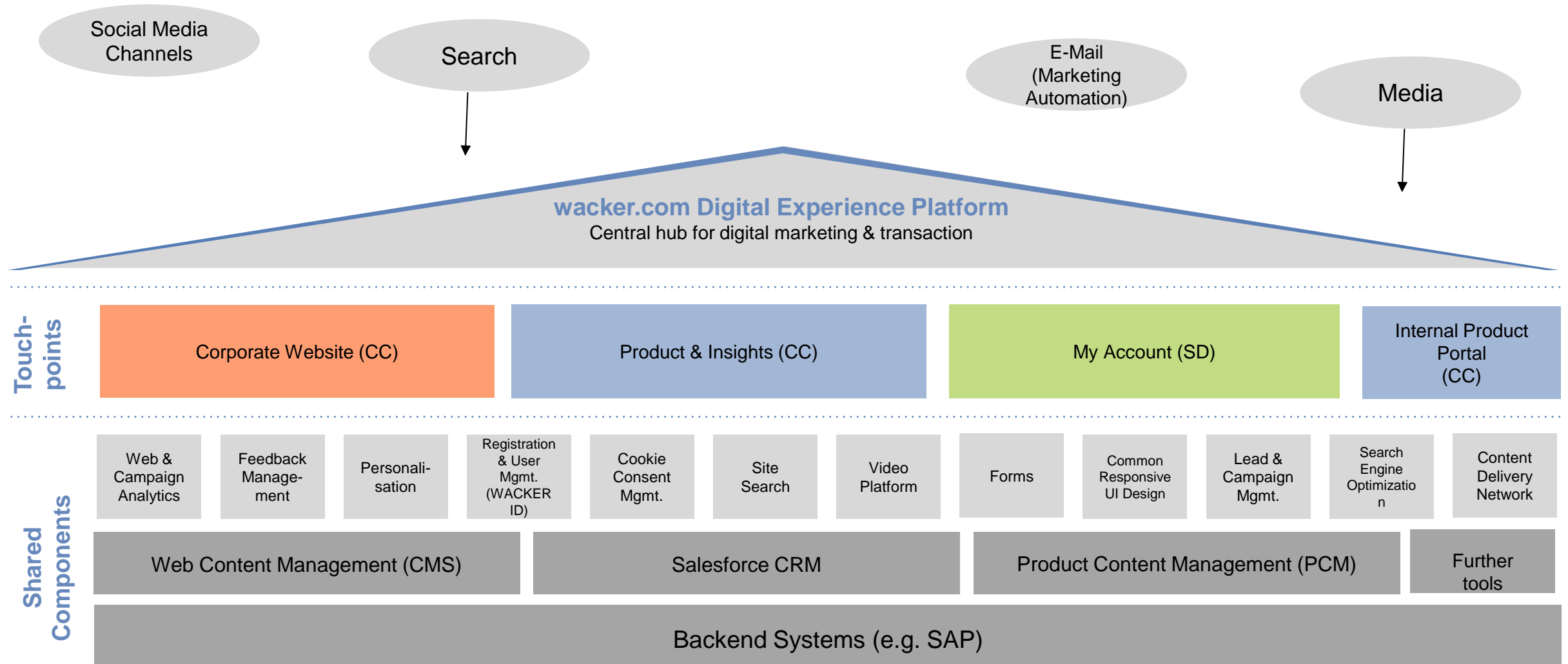
# Our Digital Experience Platform at a glance

## DXP Digital Experience Platform WACKER.COM



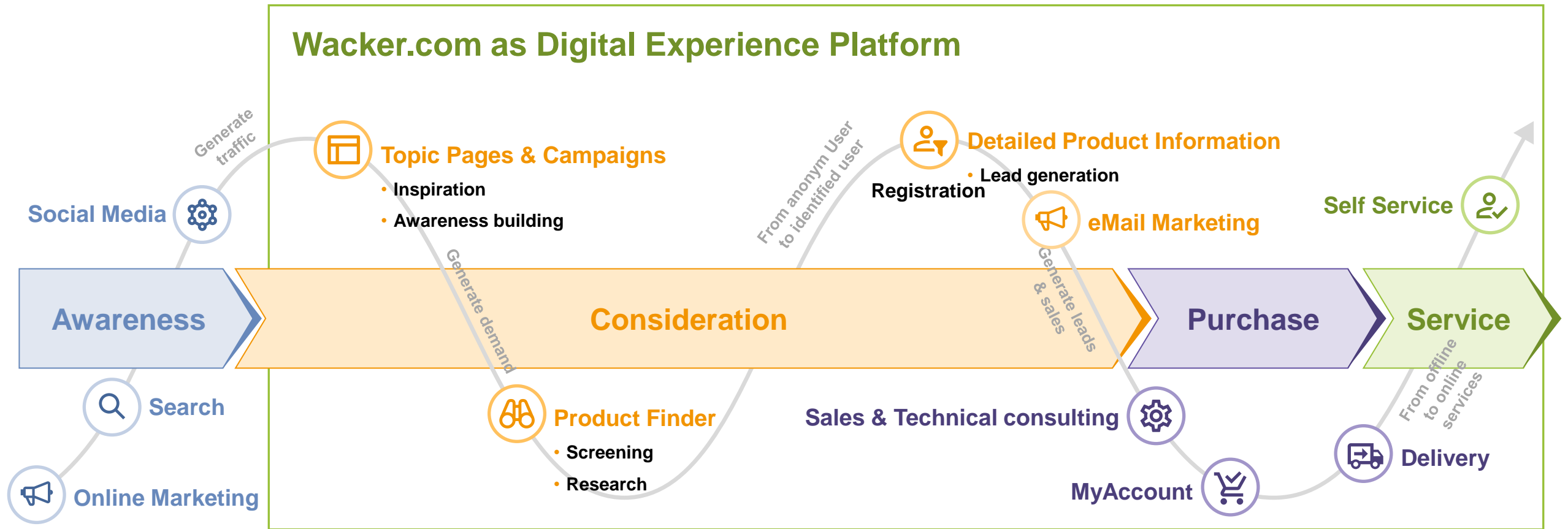
# Over the past few years, we've transformed a static company website into a dynamic digital experience platform.

Wacker.com is not only a digital touchpoint but also supported by a team with strong digital capabilities. This framework of portfolio elements is the foundation for our digital interaction with stakeholders and specifically customers.





# The End2End Customer Journey supported by Digital Communication with suitable and connected tools.

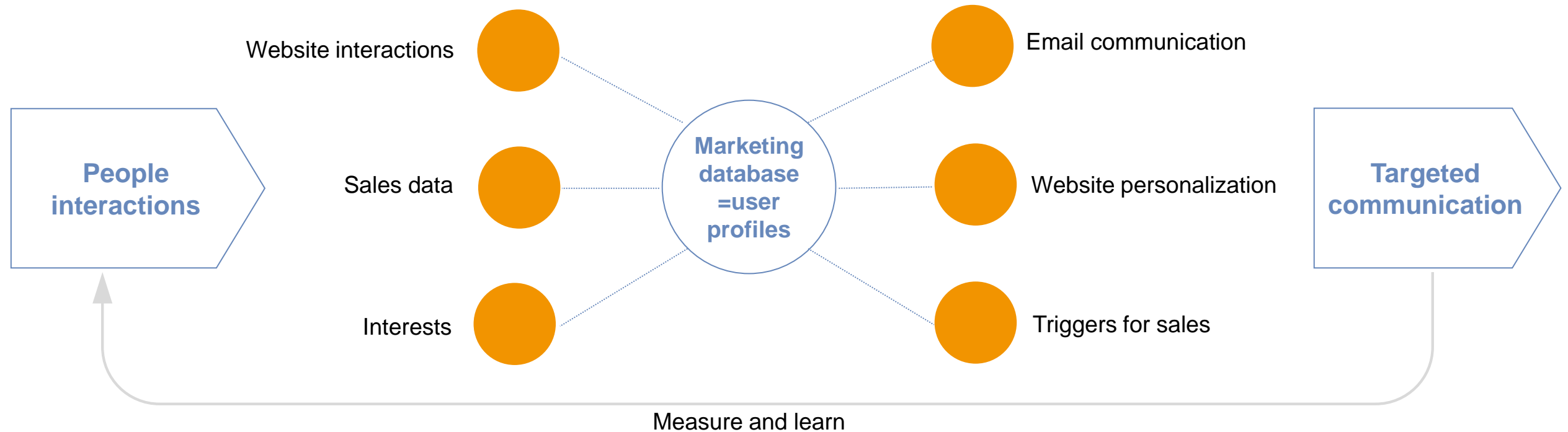


**Activation of Leads through Marketing Automation**



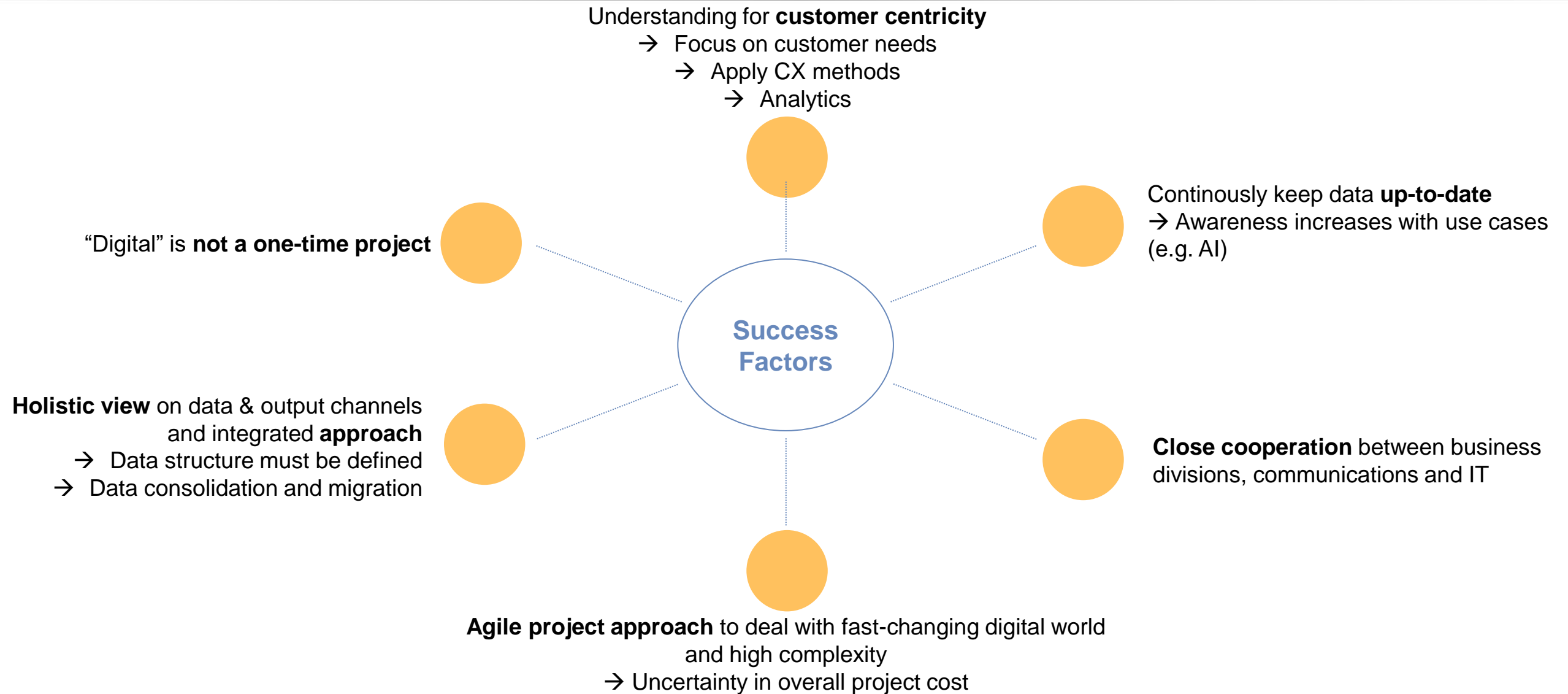
# Create a central customer profile, enrich it with information on interactions and use the gained insights for personalized marketing

## Lead Management & Marketing Automation



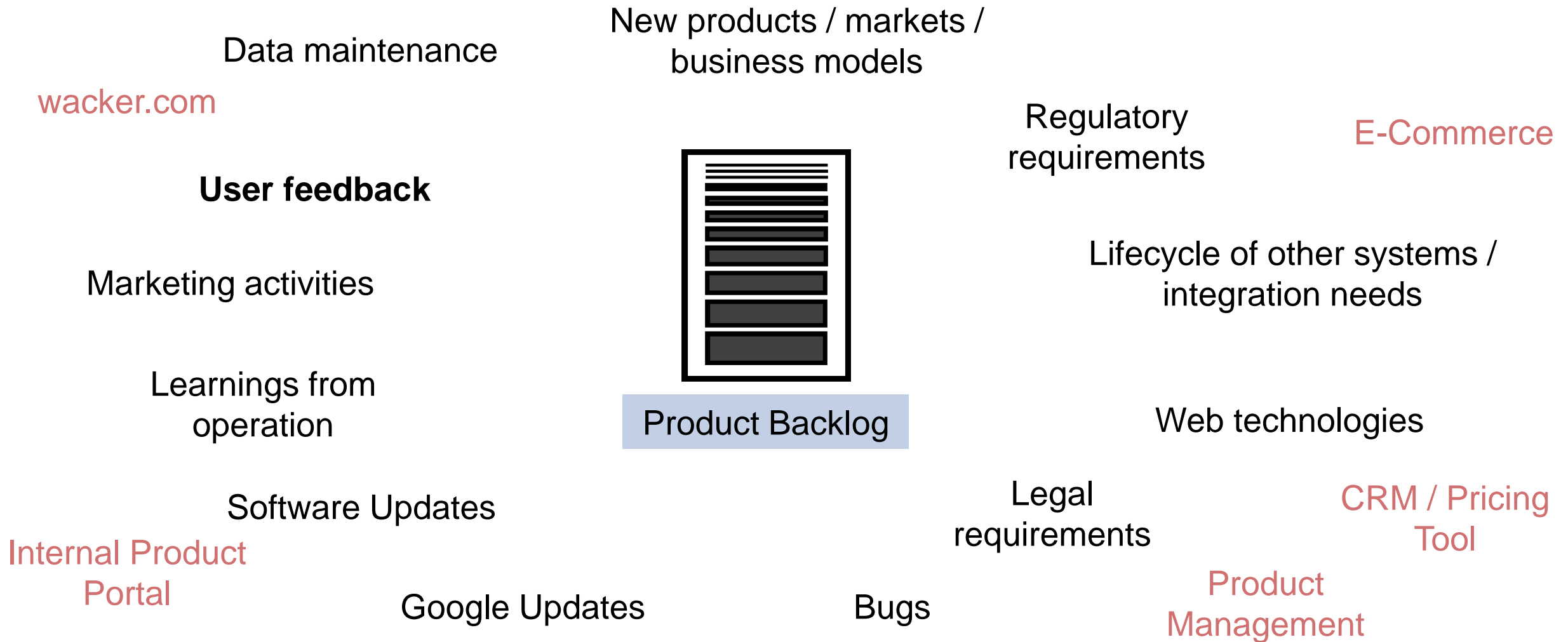
# Factors of success

# Many success factors are crucial, as digitalization affects the entire company





# As strategic framework we are continuously facing new requirements in various contexts



# New conditions have required a different working model

## „Product not Project“ approach



- ▶ wacker.com as a platform with integrated My Account
- ▶ Continuous Relaunch Approach

## IT Challenges



- ▶ Rare developer resources
- ▶ No continuous utilization of the (ext.) team
- ▶ Risk of KnowHow loss
- ▶ Loss of speed and flexibility

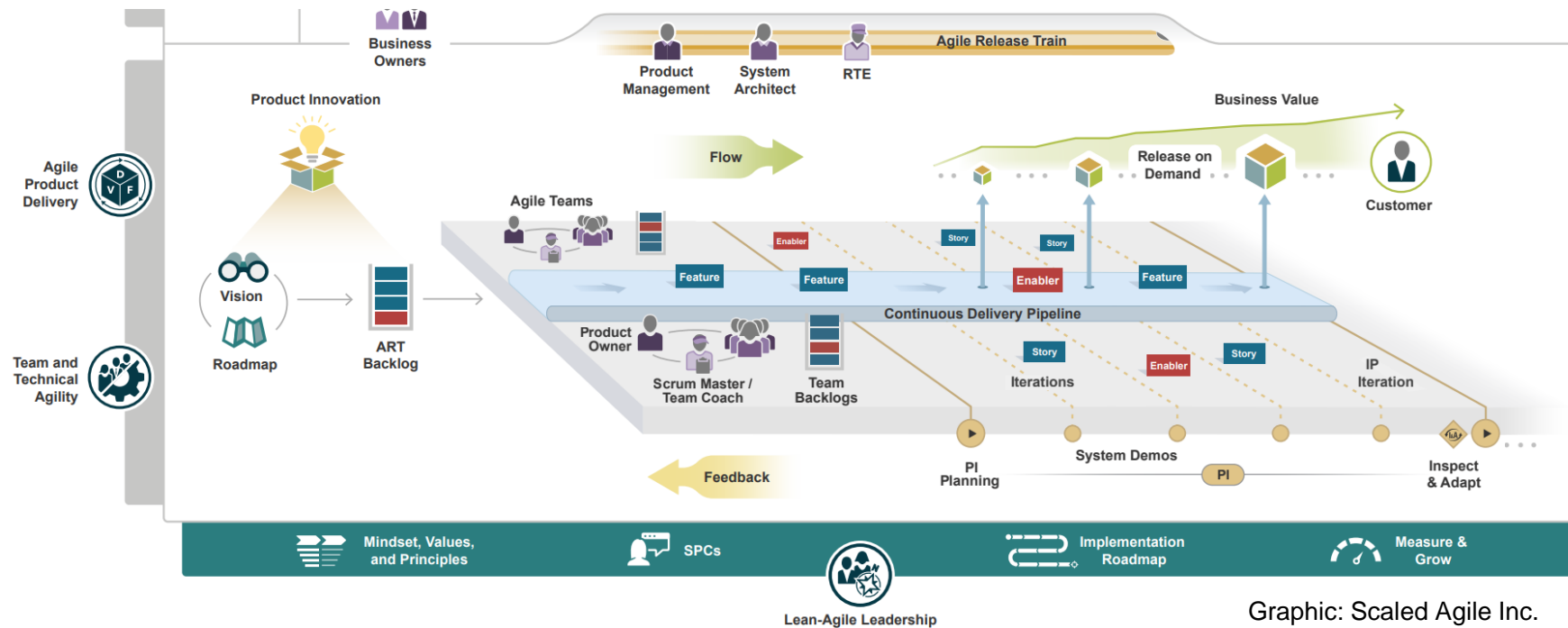
## Way of working



- ▶ 3 Workstreams
- ▶ Different partners at locations throughout Europe
- ▶ And then came Corona...

# We decided to implement the Scaled Agile Framework (SAFe) for customer experience projects

## SAFe Overview



### Program increment cycle per quarter:

- ▶ Collection of all ideas in the backlog
- ▶ Continuous prioritization and specification
- ▶ Prioritization (business) and evaluation (IT) of features
- ▶ Planning: what do we do in the next 3 months + dependencies
- ▶ Definition of PI Objectives: what are we working towards?
- ▶ Sprints: planning, dailies, demo, review
- ▶ PI demo to management; review in the team
- ▶ x 2-3 Agile Release Trains

▶ Cross-functional cooperation in the planning and implementation process

# Summary & discussion

- ▶ Customer Experience ✓
- ▶ Governance ✓
- ▶ Data ✓
  
- ▶ ... nevertheless, the question still remains: what impact does digital communication have on business – and what does it bring us in concrete terms?

## Let's start the conversation

- ▶ (How) do you measure value contribution for your digital activities as a whole?





**Thank you for your attention and contribution!**

**WACKER**



**CREATING  
TOMORROW'S  
OUR SOLUTIONS  
MAKE A BETTER WORLD  
FOR GENERATIONS**