

Accessories are a profitable part of the portfolio

Resellers want to push the margin-intense accessory business, but sometimes don't know exactly how to implement it - especially in their webshops. Many resellers have fancy webshops: a big range of quality products and a perfect commercial clearing system. But there are many „lost visits“ because the potential customer can't find the right product for his specific system.

Productfinder (System)

The Upgradebox allows the user to find easily compatible upgrade products for branded systems like printers, desktops, laptops and servers. The user of the product finder can search for his specific PC model. He will find a list of all compatible products for his computer system.



Cross Selling

Even though the user was just looking for a memory / hard drive / battery for his notebook additional product recommendations are shown.

Productfinder (Specs)

The Upgradebox does not only allow locating products related to A-brand systems, but contains also a product search for specifications for generic products like standard memory, flash memory, notebook bags, etc.

Usage in Sales and Service

The Upgradebox does not only support visitors of a webshop, but helps also the sales staff of a reseller or distributor. The sales staff can service the customers optimal with accessory- and upgrade products without losing their focus on the important daily solution / project business. Complex researches for options and spare parts are reduced, a margin-intense accessory business and the customer satisfaction will be increased.

Multilingual Design

The 12-language design (Frames in D, UK, FR, IT, ES, NL, PT, DK, SE, PL, CZ, SK, HU, UA) allows the usage of the Upgradebox nearly EMEA-wide.

Integration

The Upgradebox can be setup very easy in the existing webshop environment as a frame-in-frame solution. The basic version is free of charge. If the actual web environment offers already an own product finder the data can also be transferred through an API data stream to be displayed in the own tool. A deep link leads directly to the shopping basket or the product info page of the webshop. A setup form is provided to allow a proper communication prior to the setup process.

Advantages at a glance

- o Easy product finding in a webshop
- o Cross-Selling of products of cooperating manufacturers
- o Possible reduction of the product finders / product finders on a website
- o Additional search for specifications
- o Deep link into the shopping basket or the product info page of the webshop
- o External sales tool for end users
- o Internal sales tool for sales and service to optimize consulting / cross selling

