stichd

Elevate customer experience with the PitWall

Motion 10   stichd®

stichd elevates customer experience with the PitWall

stichd's organizational objective is 'Consciously Crafting Convenience'. Within the organization, the digital strategy supports the achievement of this organizational objective. Constant innovation of the IT landscape is an important aspect in the digital strategy, as it enables IT to respond to questions from the business better and faster.

Strategic choice for the PitWall

When it comes to 'Consciously Crafting Convenience', the focus lies on enhancing the customer experience. In all aspects of the organization, stichd strives to create optimal convenience for customers and end consumers, without compensating for service, quality, or sustainability. To enhance the customer experience, it is necessary to enhance operational excellence first. To enhance operational excellence, stichd has strategically chosen the PitWall, Motion10's data and integration solution.

Product information complete and correct

With an ambition to grow in new markets as well as with new products, it is essential to stichd that all processes that require product information are complete and correct. With the PitWall, Motion10 is implementing a solution at stichd that makes this possible.

Bringing together data and making it accessible via QR code

stichd makes and supplies sports merchandise, among other products. Imagine: a Formula 1 fan sees a polo shirt as worn by his favorite racing car driver hanging in a store which was made and supplied by stichd. With the PitWall, stichd is able to bring together all the relevant data from all relevant applications and make it accessible via a QR code.

Customer questions answered better and faster

This means that the customer has access to all the product information that is relevant to him (business-to-consumer) via his smartphone. In addition, the store co-worker has access to all the product information that is relevant to him in the same way (business-to-business). All questions or frequently asked questions the customer might have about the product can thereby be answered better and faster either with or without the co-worker's intervention. In other words: 'Consciously Crafting Convenience'.

Complete decoupling and flexibilization of the IT landscape

The current IT landscape is not enabling stichd to make the step towards this type of high-quality data-driven process. The main added value of the PitWall for stichd therefore lies in the integration functionalities that the solution provides. The PitWall enables a complete decoupling and flexibilization of the IT landscape at stichd.

Maximum value from all data, spread across all applications

Once the PitWall has been implemented, stichd can modify, update or replace each individual application without this negatively affecting the performance of other applications. This allows stichd to extract the maximum value from all data, spread across all applications, thereby first enhancing operational excellence and then enhancing the customer experience.

Marwin Slaats, ICT Business Manager at stichd

"With the PitWall, Motion10 is not just providing a solution, but also the people who develop all the necessary functionalities. They also manage the platform. Together with Motion10, we have mapped out our platform strategy, future IT landscape and a roadmap in various strategy and architecture workshops. We have then used this to determine the route that we will start following with the PitWall in order to realize our organizational objectives. In so doing, we believe that Motion10 will soon enable us to take steps that lead to measurable results."

Want to know more about the PitWall?

Would you like to know more about the PitWall, Motion10's data and integration solution? Click here to download the whitepaper or watch the video about the PitWall.