



NTN-SNR UNVEILS ITS NEW CLIENT E-PLATFORM

One of the first industrial manufacturers to offer an e-shop 20 years ago, NTN-SNR, the world leader in precision mechanics, is launching its brand new e-commerce platform on Tuesday the 7th of April. At the cutting edge of technology, the e-platform provides professionals with an optimised client experience on a daily basis.

Faster and more advanced, this new platform forms part of NTN's DRIVE 100 initiative to digitalise both the company and its client relationships. To meet this objective, the company redesigned its e-shop placing the user at the centre of its conception.

"We developed this platform after listening to and understanding the expectations and requirements of our users in order to enhance their client experience. We examined our own processes to better adapt them in order to shift from a transactional logic to a more relational approach. Our digital platform is a large-scale, long-term corporate project in which we insisted on involving all players", explains Axel Rocher, Business Project Manager.

Accessible either without a login to simply browse the product catalogues or via a personal client area to gain access to intelligent functionalities, the e-platform aims to provide the best possible customer support. This applies wherever they may be in order to facilitate their work and save time on a daily basis. By adopting the latest technology available, NTN-SNR not only revised the design of its e-shop, it now offers clients a new way of working:

- More intuitive search features to help customers immediately find their product;
- A straightforward and easy-to-use shopping cart to save time;
- Safe, fast, and unlimited bulk order import;
- Transparent monitoring of orders in progress and their subsequent delivery;

- E-invoicing for quick access to the original billing.

To access this new, unique, secure, and reliable e-platform, the company's current clients have been provided with new log-in details. This will enable them to access all of their information and order history for a quick start-up, without any loss of data. Available in eight different languages, the new site is being simultaneously rolled out in several countries in Europe, Africa, Russia, the Middle East, and Brazil, thus enabling a harmonised client experience on a global scale.

Thanks to the extensive possibilities offered by the new technology upon which NTN-SNR developed its e-platform, the bearing specialist intends to continue expanding it in the years to come in order to offer its customers a complete service to meet all their needs.

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