

**New B2B web shop: Leoni makes it easier for customers to order products for industrial robotics**

- Focus on digitization and internationalization
- Faster delivery times thanks to elimination of time-consuming quotation requests

**Nuremberg, 25 March 2021 – Leoni, a global provider of energy and data management solutions in the automotive sector and other industries, launches its first web shop in the Factory Automation market and offers its customers the new digital sales channel with immediate effect at [www.factory-automation-shop.com](http://www.factory-automation-shop.com). Shorter delivery times, greater flexibility and time savings when ordering increase customer satisfaction.**

Leoni is breaking new ground: With its web shop, the company is focusing in particular on selling standard products such as mounting parts and kits, bulk cables, hoses etc. The top-selling products are now available online and will be successively expanded. Powerful search and filter functions, viewing of order history, watch lists and convenient functions, such as reordering or forwarding of shopping baskets, make the ordering process easier for buyers.

**Improved customer benefits**

The web store offers detailed advisory content and more product information than current catalogs or product flyers. Detailed product pages cover all the information at a glance that customers previously had to gather from various documents. Precise product data on dimensions, functionality, quantity, delivery time, price, etc. are presented on one page. High-quality images and helpful data sheets answer questions at a glance.

In addition, Leoni's web shop also simplifies ordering options for customers worldwide. The 24-hour accessibility of the shop, independent of different time zones, is just one advantage. Demographic information such as languages, currencies and shipping information round off the customer benefits.

"We see the web store as an ideal complement and support for our sales team. Personal and individual contact with many customers is and remains indispensable" emphasizes Ulrich Raupach, Director Sales & Business Development of the Robotic Solutions Business Unit.

### **Digitization across all areas**

Leoni has been using the Sales Cloud from Salesforce for 10 years now. Integrating the web store into the existing system via the Salesforce Commerce Cloud was therefore a logical next step. Offering online sales channels is not only important in the current pandemic. For years, the trend has been toward digital channels, increasingly in the B2B sector. These changes in buying behaviour will persist even after the crisis, especially among small customers who already have flexible ordering options. Continuously improving the shopping experience and thereby boosting new customer business is a matter of concern for Leoni.

For Leoni, the introduction of the web store is an important milestone in terms of digitalization. This should not and cannot be reflected exclusively in product development, but also takes effect in all other areas of the company - this time in the areas of marketing and sales.

 *Related illustration material can be downloaded next to this release at <https://www.leoni.com/en/press/releases/details/new-b2b-web-shop>*

### **About the Leoni Group**

Leoni is a global provider of products, solutions and services for energy and data management in the automotive sector and other industries. The value chain encompasses wires, optical fibers, standardised cables, special cables and assembled systems as well as intelligent products and smart services. As an innovation partner and solutions provider, Leoni supports its customers with pronounced development and systems expertise. The market-listed group of companies employs about 95,000 people in 32 countries and generated consolidated sales of EUR 4.8 billion in 2019.



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PRESS RELEASE

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