

Creating a digital self-service B2B2C channel



Overview

Selecta is Europe's leading provider of self-service beverage and food vending machines to businesses and venues. Headquartered in Switzerland, the business also operates in countries including the UK, France and Sweden, and generates approximately €1.6 billion in annual revenue.

Elsewhen worked with Selecta to create a digital proof of concept (POC), demonstrating the opportunity to grow sales beyond the company's traditional channels. In just 6 weeks, we built a minimum viable product (MVP) of a digital self-service channel for the UK market – overcoming challenges from business complexity and legacy technology.

Highlights

- ◆ Helping an international organisation overcome business complexity and legacy technology challenges – to integrate a new digital platform for customers.
- ◆ Implementing a working SaaS-powered self-service channel in just 6 weeks, and training the business to operate it, with a practical roadmap for future rollout.

Overcoming legacy tech barriers to self-service

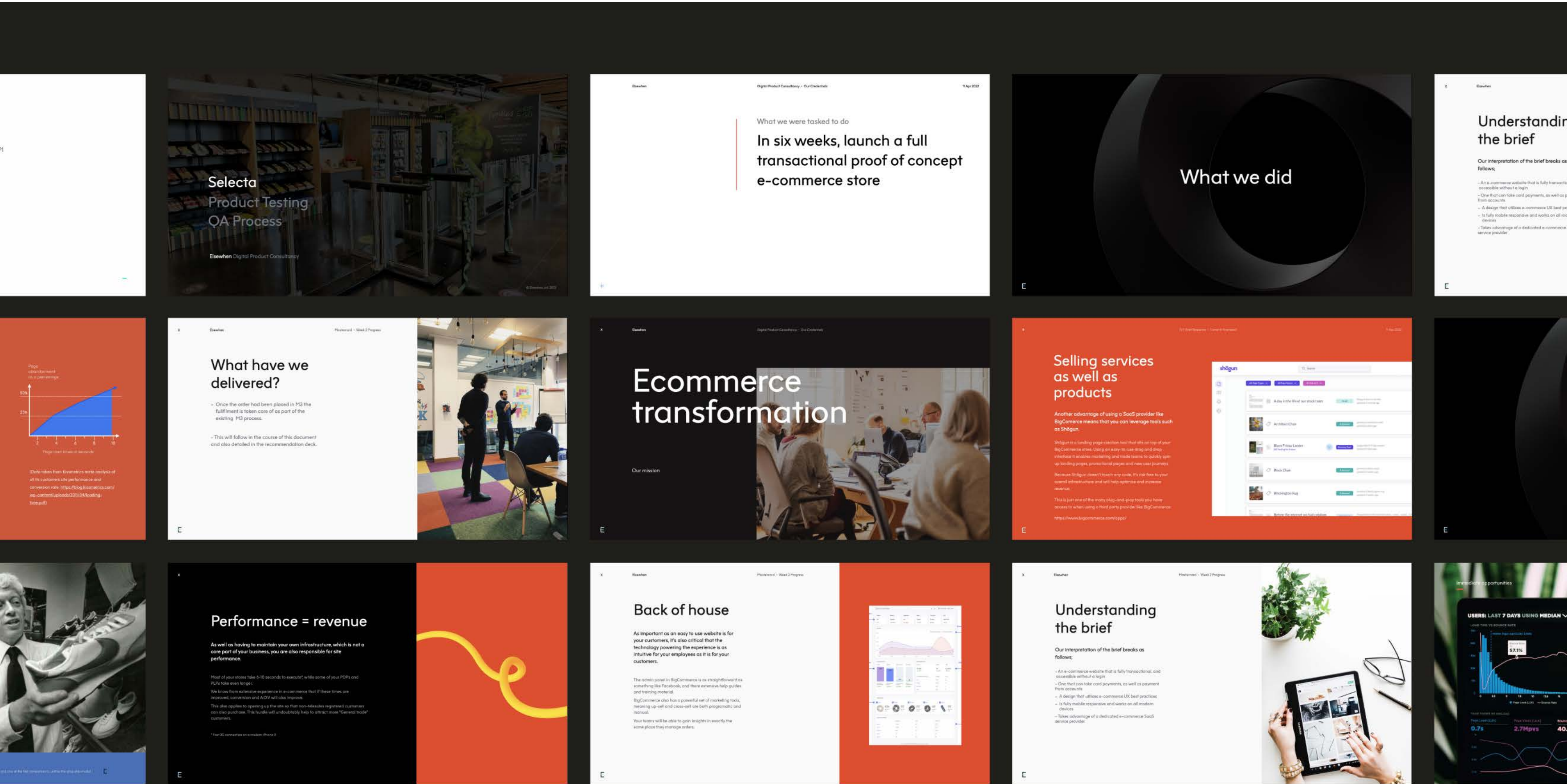
When we engaged with Selecta, the majority of its business customers were ordering equipment and supplies via phone or email. Some territories had experimented with digital channels, but these projects lacked a unified approach, gave a poor user experience and had not achieved much uptake.

Our Services

- ◆ Research and stakeholder interviews
- ◆ Jobs To Be Done (JTBD) analysis
- ◆ Tech Strategy System Architecture
- ◆ Proof of concept (POC) development
- ◆ Product roadmap
- ◆ Due diligence on technology providers
- ◆ Negotiating agreement with provider
- ◆ Software-as-a-Service (SaaS) integration

Many leaders across Selecta's organisation recognised the company's future must involve more self-service and that there is a significant revenue opportunity. Particularly within marketing and sales divisions, Selecta had developed a growing appetite for a new digital self-service B2B2C (business-to-business-to-consumer) channel.

However, the business relies on a complex mixture of legacy technology. Acquisitions and a variety of markets operating independently have added to tech debt.



Delivering quick wins with a proof of concept

We wanted to create a working product that would build confidence in digital transformation at Selecta. Together we agreed on an ambitious but achievable goal – to launch a full transactional proof-of-concept digital channel for Selecta's UK market in just 6 weeks.

We specified the requirements for a new digital platform enabling business customers to order, configure and manage Selecta products. To ensure a great customer experience aligned with the Selecta brand, we evolved a design that utilised UX best practices and consumer grade design.

After interviewing key Selecta stakeholders, we considered underlying technologies, proposing and evaluating a range of system architecture options. These considered issues such as cost-effectiveness, resilience, scalability – and how product data would be communicated between Selecta's ERP and the customer ordering platform. Selecta chose our recommendation of using a proven SaaS platform – ensuring fast development, excellent support and resilient operations.



Combining SaaS benefits with best-in-class UX

We helped Selecta create a digital self-service B2B2C channel in just 6 weeks

In just 6 weeks, Elsewhen delivered a working digital platform for the UK market as planned. The benefits of using SaaS included a fast time to market, an easy-to-use API and avoidance of lock-in.

We trained Selecta staff on how to process online orders and manage catalogue items. Although beyond the initial scope of the POC, we enabled the sales platform to process account orders from existing Selecta business customers as well as card payments.

In addition to a daily data export to Selecta's ERP system, we also enabled the Selecta team to process online orders on the fly, within their existing workflow.



Establishing a map for international rollout

The digital platform POC gave Selecta a working template for international rollout

An additional benefit of the POC project was that Elsewhen mapped out Selecta's wider technical real estate – a valuable asset for the future rollout of digital across the business. We worked out a plan of action for this process to scale across the Selecta group.

With the fully functioning POC in the UK market, we were able to engage other countries and get them excited about the future of digital at Selecta.

We also defined next steps for Selecta to move forward – such as expanding the online product catalogue, increasing integration with CRM and ERP, and growing the initial success across Europe.

Get in touch

Let's talk about how Elsewhen can help you
accelerate your digital transformation.

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