

SIMPLIFIED SHOPPING EXPERIENCES WITH REACTIVE WEB APPLICATIONS

My Account is a **reactive web app** available for Kramp's registered customers where they can **check all their transactional data**, such as: orders, incoming goods, delivery notes, invoices, request a return or a warranty – **simplifying Kramp's online shopping experience**.

Having one single app where customers can access their specific transactional data, compiled from Kramp's several platforms and systems has brought **more value to each customer**, boosting their **user experience**, and assuring a **seamless customer journey**.



SECTOR
Agricultural Wholesaler

SOLUTION
My Account

BUSINESS UNIT
Low-Code Solutions



6k+
Daily Users



6+
Weeks
Development Time



3
Consultants



24+
Countries



LOW-CODE FOR
HIGHERROI

by  **noesis**

THE CHALLENGE

Kramp is a wholesale supplier that operates in 24 European countries. Due to its business dimension, multiple remote teams were using **several independent data integrations** through different technologies, the information was **disaggregated**, and it was impossible to identify the owner in a multi-team project.

To make business as simple and efficient as possible, Kramp was looking for a single functional web app capable of **centralizing all the information**, easy and rapidly to implement, and integrated with multiple softwares - improving its relationship with customers.

GOALS

Kramp wanted to bring more value to their customers by providing a new My Account platform, on which they get the **latest user experience** and are able to find transactional data and maintain their personal data/preferences.

One solution that fits all, that was the goal:

- › **Independent** application, built with Micro Services.
- › **Responsive** and mobile friendly.
- › **Improved** performance and a modern design.
- › Access to **all transactional data**: purchase history (up to 10 years), incoming goods, invoices and delivery notes (up to 1 year).

SOLUTION

My Account is a platform based on **OutSystems 11 - Reactive Web Application**. To meet all client's need, other technologies were integrated during development phase, such as **GraphQL, GoogleCloud Platform, Google Tag Manager, Usabilla** and **VWO**.

In alignment with Kramp's primary goal: simplifying its shopping experience, the app allows its customers to:

- › **Track** orders' delivery status and history.
- › **View** and **print** invoices and delivery notes statements.
- › **Request** warranties and repairs, as well as **execute** a complaint.
- › **Manage** account details, address books and email preferences.

The overall time for the functional application hand-off was higher than 6 weeks, since it relied on the availability of REST endpoints, developed by Kramp, to retrieve and manipulate data.

THE RESULTS

My Account provides a more **intuitive** and **easier use application** for Kramp's customers anytime, anywhere.

This web app provides a great experience in mobile devices:

- › Customers are now able to get **detailed information** on transactional data and are able to **maintain personal data** and **preferences**.
- › The **speed of the application** and **integration services** was improved, which had positive effects on customers' effort scores.
- › The platform was designed to be an **enabler for more features** and to give Kramp the **scalability** needed to support its business growth throughout Europe.



Kramp is one of the largest and fastest growing technical wholesalers in Europe. As a one-stop supplier of spare parts, technical services and business solutions, Kramp acts as a strategic partner to businesses in the agriculture, forest & grasscare sector. With 22 sales offices, 11 distribution centers and around 3,000 employees, Kramp ensures that customers throughout Europe get the correct parts on time.



Noesis is an international tech consulting company offering services and solutions to support clients in digital transformation and the development of their businesses. In order to obtain sustained value that is transversal to all sectors, Noesis is focused on infrastructures, software, quality and people.



The Noesis and OutSystems partnership dates back to the very first project developed with the low-code platform. Today Noesis has more than 240 OutSystems certifications within its team. A highly skilled team that is able to deliver custom made solutions in record-time, with the greatest business impact.



Helping your business **grow faster**
Knowledge • Innovation • Sustainability