

Fenix designs Digital Sales Promoter (DSP) – software for Meretek!

Fenix Ltd., designer of value-based sales, sales management, and customer service software, and Meretek Ltd., vehicle dismantler and replacement parts seller, have agreed to develop digital sales and customer service environment for vehicle replacement parts resale. The need for customer-oriented vehicle parts availability checking service arose, as Meretek Ltd. decided to head on building all-inclusive replacement part business. This strategic choice makes Meretek the one and only vehicle replacement part reseller in Finland that provides OE, substitute, and dismantled vehicle parts to customers. In dismantled parts, Meretek provides massively large selection to its customers – warehouse contains more than 100 000 parts. In addition, to serve its customers in a superior way, Meretek offers more than 5 million parts from its European-wide order-to-delivery warehouse.

- As we made our strategic move to vehicle replacement part business, we had a very simple idea about customer need in mind: *Customer wants to get top-quality replacement parts to his/her vehicle as easily, cost-efficiently, and rapidly as possible.* While it is easy to dismantle a vehicle, matching parts with customer needs, variety of customer cases, and customer types is not that easy. Moreover, the real challenge is out there if you wish to **serve and satisfy your customer with single contact – and that is, what we are aiming at.** Customer may need a dismantled part, or a new OE-part, or a substitute part. Or customer need extends beyond a part to consist of multiple parts, of which only some are available as dismantled ones. As the customer cases vary a lot, we wanted to establish a concept that allows us to handle any customer case with a single customer contact. This is why we ended up on founding the *all-inclusive vehicle parts service*. Fenix Ltd. immediately convinced us with their know-how and, even more importantly, with their willingness to help us in a broad range issues. We got valuable insights from Fenix right in the beginning on how technology, our staff and customer service channels could be combined in order to ensure that our investment in software will serve us now and in the future. Fenix surprised us in many ways as they provided stunning drafts and sketches with clearly specified functionalities among other things. Moreover, their services are truly extensive as we get not only software and homepages, but also graphical design and guidelines, technical API consultancy, business consultancy, and trainings (for sales, customer service, management, etc.). In addition, we would like to emphasize that Fenix's input and efforts from the beginning delivered clear message to us: "These guys want to help us succeeding in our business", say CEO Marko Vainio and COO Markus Piirinen from Meretek.

- We are pleased to cooperate with Meretek. Meretek's needs, objectives and wishes about combining analogic and digital sales and various service channels into seamless customer service match exactly with Fenix's view of the future of customer service. On the other hand, a chance to co-operate with Meretek is a great opportunity to extend our services to modern homepages. We see clearly how sales and marketing get new shape in the markets. Analogic and digital customer channels need to be, not only combined, but designed smartly to support the best possible customer experience. We are committed to design and implement the best customer service tools for Meretek in the industry. Additionally we have proved to deliver the most intuitive and easy-to-use admin-panel for managing the content on homepages, say CEO Ari Heiskanen from Fenix Ltd.

ADDITIONAL INFORMATION

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