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WMF Professional Coffee Machines sets standards in the digital customer journey with its new website

With the relaunch of its website, WMF Professional Coffee Machines is taking the digital customer journey to a whole new level. Through a unique visual brand experience, target-group specific industry pages and informative success stories, visitors can actively experience the versatility of WMF coffee machines. Customers are supported on their digital journey by numerous intelligent AI features, ranging from a handy product finder to an interactive chatbot.

Next level customer engagement

Addressing customers is more than ever a matter of interweaving digital and analogue aspects of the customer journey. WMF is a pioneer in this field. From equipping its fully automatic coffee machines with large digital touch displays at an early stage, to the virtual showroom where visitors could digitally immerse themselves in the world of professional coffee machines during the pandemic, to the constantly growing e-commerce range of accessories, consumables and spare parts. For some time now, selected coffee machine models have also been available for direct online purchase. The clear aim of this holistic customer approach is to improve user-friendliness and customer interaction. This commitment to true customer centricity was also a decisive factor in the development of the new website.

Putting customers at the centre of the online experience

At the heart of the relaunch is the customer experience. For this reason, WMF has placed great emphasis on clear user guidance. This is achieved through short, concise customer and industry-specific content and success stories that highlight the individual requirements and benefits for different target groups. Closer interlinking of content also ensures that users can navigate intuitively through the site.

Modern design and intelligent features

The new design ensures that all this information flows organically and provides a central theme throughout the site. Animations, cleverly placed videos and interactive 'scrollytelling' through text, images and video tell a coherent story. Piero Adamo, Head of Digital Marketing at WMF Professional Coffee Machines, sums up the idea: "The website is designed to provide our customers with the best possible support in their individual decision-making process."

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Practical help from AI

This also applies to the new AI functions on the WMF website. For example, visitors can use the new product finder to put all current machine models through their paces in three dimensions, filtering by machine type, cup capacity and industry as desired. In keeping with the concept of a seamless customer journey, an intelligent chatbot is also available to assist customers at any time. Axel Fähnle, Head of Marketing at WMF Professional Coffee Machines, emphasises: "With these AI functions, we ensure that users always get the support they need and can get in touch with us even more easily."

Visit the new website here:

https://www.wmf-coffeemachines.com/en_com/.

Request for images: image material is available for download here:

<https://aboutwmf.com/en/download/wmf-professional-coffee-machines-sets-standards-in-the-digital-customer-journey-with-its-new-website/>

Further information:

WMF GmbH
Axel Fähnle
Head of Marketing
GBU Professional Coffee Machines
WMF Platz 1 – D-73312 Geislingen
Tel.: +49 73 31 25 7314
presse.pcm@wmf.com – <https://www.wmf.com>

Press and public relations:

WMF Pressebüro
c/o Press'n'Relations GmbH
Monika Nyendick and Frank Wagner
Magirus-Deutz-Str. 14 – 89077 Ulm, Germany
Tel.: +49 731 96287-30
wmf@press-n-relations.de
<https://www.press-n-relations.de>

About WMF

For over 170 years, WMF has been dedicated to achieving the perfect balance of design, functionality and quality. In its field, WMF Professional Coffee Machines is one of the world's leading suppliers, and it aims to be first choice worldwide for professional coffee solutions. The "Made in Germany" quality seal guarantees premium products and innovative strength combined with the highest performance and reliability. As a result, WMF Professional Coffee Machines offers just the right concept for every business model in the coffee sector – from high-performance fully automatic machines for coffee specialities and filter machines right through to semi-automatic portafilters and innovative digitalisation concepts. Moreover, national and international customers alike benefit from high-quality consulting and service, based on the largest in-house service organisation for professional coffee machines in Europe. In 2016, the WMF brand became part of the French SEB Groupe.