

## ■ Mekonomen Boosts the Customer Experience by Managing Master Data Better

Company:

**Mekonomen Group**

Industry:

**Retail**

Region:

**Europe**

Solution:

**Product MDM**



### Executive Summary

Mekonomen Group consists of the leading automotive spare-parts chains in the northern Europe, with proprietary wholesale operations, over 470 stores and almost 3,600 workshops operating under the Group brands. They offer a wide and easily accessible range of inexpensive and innovative solutions and products for workshops and car owners.

The investment in Stibo Systems Master Data Management (MDM) solution, which the management team at Mekonomen refers to as a strategic investment, has supported the consolidation of several acquired companies. With MDM as the central product data platform, uniform workflows based on common business rules have been created throughout the group, enhancing data governance significantly.

Previously, all data had been processed in separate ERP systems but now everything is done in MDM, enabling better customer experiences and more efficient operations.

### The Business Payoff

**Reduced product returns and enhanced customer loyalty.** Faster time-to-market and significantly reduced product returns have strengthened customer loyalty for Mekonomen. After implementing the Stibo Systems Master Data Management solution, the automotive retailer is now reaping the financial benefits of handling data for millions of products smartly and with great agility.

### The Customer Experience

**Automated data processing improves time-to-market.**

"We work much more efficiently than before," says Frederik Gustafsson, Head of Catalogue Department at Mekonomen Group. "Many manual processes have been automated and our time-to-market has greatly improved."

He notes that it used to take up to a week from a new part arriving in stock to it being visible to customers in their online catalogues. Now this is done on the same day the new product arrives. "It is hugely important that we are first with new parts," he notes. "It increases our sales opportunities and strengthens our customer loyalty. When the workshops know that we are always first with the latest product, of course they will do business with us rather than our competitors."

## Challenge

**Growing complexity.** The automotive industry is challenged by great complexity. Since the amount of car models and spare parts is constantly growing, it's challenging for both car owners and workshops to handle all the data.

Mekonomen has achieved a market leading position in the Nordic region by helping its clients make the right choices. The company not only moves spare parts from A to B but also matches individual vehicle models, components, and spare parts with each other. This value-adding side of the business has accelerated at a greater rate by applying a master data strategy.

## Solution

**2.5 million products + supplementary information managed.** Stibo Systems MDM handles more than 2.5 million items for Mekonomen, with new ones added every day. Managing the clean SKU is simple enough but it's all the enriching of supplementary information that Mekonomen links to each SKU that makes the task far more complex.

The company continuously gets information from TecDoc about which spare parts go to which vehicle, as well as data about car models and which registration numbers are on the road from AIS. This crosstab of data with each SKU makes it possible to identify the exact spare part for each car model that is serviced in every workshop.

## Result

**Better data - better customer experiences.** Better data quality strengthens customers' trust. "Finding the right match is basically our business foundation, so it's where we add most value to our customers," says Frederik. "The better we can manage the data linked to this process, the more attractive we become as a supplier. With the MDM system, we have improved significantly in this area. Previously, this huge data match was done manually, with the risk of errors. Now, it is fully automated, with MDM receiving all data directly from TecDoc and AIS."

"This has noticeably improved our data quality. We used to see that workshops would order several versions of the same part to be sure of receiving the right component. This not only created a poor customer experience but also, for us, meant high handling costs for product returns. That is now in the past. Through MDM, customer confidence in us as a reliable supplier has been strengthened. They now absolutely trust the data they see in our online catalogue."

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**Mekonomen**

## About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at [stibosystems.com](https://stibosystems.com).