



Customer Success Story:

Successful Market Expansion through International Shop Implementation



The Hoffmann group combines both trade competence and manufacturer and service expertise as Europe's leading system partner for high quality tools. The company with global partners and approximately 2,300 employees maintained publicly traded corporations as well as small businesses and enterprises in 47 countries (33 countries within Europe).

Challenge

The Hoffmann Group needed to build a B2B and B2C online store that accommodated its growing international customer demand in Germany, Austria, UK, France and Italy.

The online store had to ensure that customers have a smooth and uncomplicated checkout process for their catalogue and ecommerce store without downgrading the importance of security.

Solution

The Hoffmann Group needed a reliable PSP that offered a simple and reliable checkout process that also ensured secure credit card data transfer.

“Fortunately we can mitigate almost all fraudulent transaction or prevent payment defaults with Computop. Today we have reduced our payment default to less than one percent.”

Patrik Heider, Managing Director
of Hoffmann Group



To reduce integration time, The Hoffmann Group utilized the Computop payment and fraud module for OXID eSales. And to avoid complex certification and efforts, tokenization was implemented. For additional PCI compliance, the online store utilized the Computop Payment Page, which offers the store's same "look and feel" but ensures security during the checkout process.

In addition, Computop not only covered the German and European markets, but also offered domestic and international payment methods for international markets. Payment methods implemented included credit cards Visa, MasterCard and American Express. To accommodate smaller sized and private customers, PayPal was implemented.

Hoffmann Group's products are of high basket value, and are also ordered by international clientele. To prevent fraud, the online store also implemented the Computop fraud prevention module.

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"We are very satisfied with our online storefront and see great growth potential through this sales channel for the future. In addition, we are extremely satisfied with the direct and competent support of everyone.

Everything works seamlessly, which allows to put our focus back on our core business again."

Patrik Heider, Managing Director of Hoffmann Group

Results

The Hoffmann Group's online orders continue to grow. In Germany alone, monthly transaction volumes are up to 2,500 per month via Computop Paygate. In addition, international orders continue to grow every month.

For questions and inquiries about Computop's solution, contact a payment specialist in your area or visit www.computop.com.

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