

## Online Shop cuts turnaround time for distributor

### Elantra Investment benefits from instant access to products



Elantra Investment Ltd is a specialist procurement company that serves the mining, construction, oil & gas and food & beverage industries. Elantra exports process control devices and systems to monitor and improve industrial processes in Africa and other countries around the world. Elantra sources its products, including level and limit switches, flowmeters, analysis instrumentation and pressure and temperature devices, from Endress+Hauser and other manufacturers.

"The Online Shop is very easy to use and now it's like second nature."

Za Booth  
Sales Adviser  
Elantra Investment



**The challenge** Elantra used to call or email Endress+Hauser with quotation requests and product orders before discovering the Online Shop. Endress+Hauser's internal sales engineers recognised that Elantra could access the information it needed, such as product prices, shipping charges and lead times, more quickly via the online sales channel. It was recommended that Elantra try out the Online Shop to speed up the purchasing process.

**The solution** Elantra began using the Online Shop in 2012. "There was some resistance at first, as with all new things," explains Elantra's sales adviser Za Booth. "But the Online Shop is very easy to use and now it's like second nature." The Online Shop provides customers with instant access to Endress+Hauser's complete product portfolio. Requesting quotations and ordering devices, spare parts and consumables online speeds up the procurement process and allows customers to check prices and delivery times around-the-clock. It's also possible to compare, select and configure the right product for a



particular application or download device-specific documents such as technical information and operating instructions.

**The benefits** Using the Online Shop has enabled Elantra to improve response times to its customers. "It has definitely speeded up the process," confirms Za Booth. "I would recommend it to other Endress+Hauser customers because of the better turnaround time." And Elantra still finds it easy to access help if needed. "We know that we can pick up the phone and speak to someone, for example if a customer has a special requirement," says Za, "but it's quite rare that we do that because we can do most things online. We still have a great relationship with Endress+Hauser."

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C501483E72/EN/01.16