Abstract

As a competent provider of special cleaners for textiles and households, Dr. Beckmann wanted to strengthen its brand digitally and harmonise it internationally. Triplesense Reply, a digital lead agency, provided Dr. Beckmann’s website with a more emotional look and feel while ensuring it can be viewed on all end devices – with the goal of increasing the number of visitors and also the sales volume of the online shop. In order to enable target groups to be addressed specifically, Triplesense Reply designed a flexible Internet presence for each national site.

The customer

Dr. Beckmann has made a name for itself as a competent provider of special cleaners for textiles and households across Europe. Originally conceived in 1991 as an umbrella brand, Dr. Beckmann has since enjoyed a great deal of success throughout Europe and its products can be found in many households. Dr. Beckmann is part of the company delta pronatura Dr. Krauss & Dr. Beckmann KG, an owner-managed company, which also owns the brands Bullrich, Blistex and Bi-Oil.

Solutions

Triplesense Reply first designed and created a master for the implementation of the international website using responsive design. This was used first of all for the relaunch of the German Dr. Beckmann website. The digital lead agency thus created a uniform brand experience for the provider of special cleaners that can be viewed using all kinds of end devices. For example, interested persons visiting dr-beckmann.de are provided with a wealth of information and tips on cleaning textiles and homes – also via smartphones and tablets.

The new site also includes product ratings of users and the optimised stain detective tool, which has been integrated into the website. The website concept and design have been optimised in relation to gender commerce aspects, as the site is primarily geared towards women. Furthermore, the search engine-optimised website also includes a comprehensive “Advice” area. Triplesense Reply overhauled the navigation and interaction concept of the site so that visitors needing to deal with stains can obtain a quick overview of the assortment, find suitable products more easily and order them directly online.
Triplesense Reply is a full service digital agency, which designs experiences at digital touchpoints for its customers: Focus is placed on the best possible user experience for consumers on websites, portals, campaigns or applications. The service spectrum ranges from marketing and strategy consulting to design and creation, to technical implementation and covers e-commerce, usability engineering as well as mobile devices. With currently 70 employees, Triplesense Reply successfully realises projects for customers such as BASF, Vorwerk, Fraport AG, RMV, Direct Line, Tele Columbus, eprimo and Deutsche Bahn.

Reply [MTA, STAR: REY] specialises in the design and implementation of solutions based on new communication channels and digital media. Through its network of specialist companies, Reply supports some of Europe’s leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services.

For further information: www.reply.com

Technologies

- Content management system: TYPO3 6.x
- Programming languages: HTML5, CSS3, JavaScript, PHP
- Foundation framework, Sass/Compass
- Custom JavaScript solution for resolution-dependent image changes
- Server: LAMP [Linux, Apache, MySQL, PHP]
- JSON/RPC interfaces / REST
- Intrusion Detection System (IDS)

Conclusion

You’re allowed to make a mess, as Dr. Beckmann’s new website allows users to find the right solution to get rid of any stain at anytime, anywhere and on any device, thanks to the more customer-friendly information structure. The international rollout is currently in progress: the Swiss Dr. Beckmann website, also the Italian, Spanish and Finnish portal are already online. And during the next step the Dr. Beckmann websites in Russia, France, Poland and the Netherlands are due to be rolled out in the new design. Other countries will follow on the first half of 2015.