



# Henkel Breaks Down Language Barriers with 11Sight!

Industry: Vehicle Repair & Management Solution Provider

## About 11Sight

11Sight provides a platform for service providers and corporate companies to share a “button” on a website, web/mobile app, e-mail, SMS, or banner ads. The button, when clicked, bi-directionally connects the customer with the service provider for video interaction. The result is instant communication for faster service and faster commerce.

## The Story

### No More Spreadsheets

Henkel has a special “Partner Program” in Vehicle Repair & Management vertical. Henkel is the leading solution provider in this area. The aim of this program is to increase sales and distribute rebates to help the dealers grow with Henkel. Since more than 20 years, all rebates were being calculated via spreadsheets and sales representatives were getting hundreds of e-mails & phone calls during the day. Together with the pandemic, Henkel decided to digitalize this process and built a platform to connect the sales representatives to dealerships around the world at an automatized, fast and useful application.

### Solution is 1 click away!

Henkel is known for their willingness to deliver solutions instead of products. In order to offer the most effective solution, human interaction is a must; however it is getting harder every day because of the pandemic and the increasing need for speed in communication. Henkel integrated 11Sight buttons for sales representatives into the new web application. By the help of these buttons, partners can click and call the right contact person, related to their country / issue.



## One Step Further: Breaking Down Language Barriers

Henkel's VRM Partner Program is active in 15 countries and each country has its own managers. However, merging powers is important especially in innovative companies like Henkel. 11Sight breathes new life into the communication of partners and employees located in different regions. With the on-demand simultaneous translation feature, users will be able to talk in their native language and still be able to communicate fluently!

## Building Network in the Right Way

Partners may have various questions and request during the day. But it would not be efficient if they could video call the regional manager anytime they want regarding the busy pace of business life. 11Sight's hierarchical structure and unique links help Henkel to filter the request and direct the partner to the most relevant person. A dealership's owner can call higher levels of Henkel contacts while newbies in the company can only call their colleagues under the same roof.

## Challenges

### Not All Partners were Born Digital

The first users of Henkel's new application were selected from the younger partners and employees because integrated online calling is an innovative approach for this vertical. The PoC started with people who are 40 years and under as a first step.

## Solution

### Customer driven product development

We divide projects into phases and identify the features to be added in order to increase efficiency. Henkel's project was divided into 3 phases, starting from PoC with tech-savvy managers and going until end users, who are the garages using Henkel products.

- Audio & messaging only - 1st phase
- 3-way calling - 1st phase
- Video calls for colleagues - 1st phase
- Pointing - AR added - 1st phase
  
- vMeet added - 2nd phase
- Screen sharing added - 2nd phase



- File sharing added - 2nd phase
- Survey added - 2nd phase
  
- Super Button - Sales / Technical Service / Accounting - 3rd phase
- Scheduling & Calendar integrations - 3rd phase
- CRM integration added - 3rd phase
- Background management - TBD

## Future Plan

11Sight is proven by thousands of customers to increase trust and sales for both callers and callees. We will keep developing with the help of our customers during this journey.

We are constantly adding new features to our application. Our future plans include;

- Background customization,
- Document signing,
- Enhanced AR features,
- Whiteboard integrations; and other features designed by the market necessities and customer requests.