

# kauartikel.com makes pets and owners happy thanks to Superchat

In times of digitalisation, personal customer contact is especially important.  
Find out how kauartikel.com uses the Superchat messaging platform to offer customers personal advice.



## Unternehmen

Kauartikel.com has been a trusted partner for dog food, chewing articles and much more for many years.

## Branche

E-Commerce

## Standort

Göhl, Germany

## Unternehmensgröße

10

## Website

<https://www.kauartikel.com/>

## Herausforderungen

- Managing multiple channels at the same time
- Focus on individual customer care
- Using messenger channels GDPR compliant

For the team of kauartikel.com, the satisfaction of the customers and their four-legged friends has the highest priority. The company has been successfully selling chewing articles, food and much more for dogs for several years. Proximity to the customers is just as important as individual advice.

At the same time, kauartikel.com wants to offer its target group a modern shopping experience and easy communication. Personal contact should not be lost despite digital communication.



*"We want to ensure personal contact with our target group."*



Marc Bichel, Founder



Apart from that, it is important to Marc Bichel to be accessible to his clientele on all relevant channels. Taking care of different channels with separate log-ins is a workload that should not be underestimated. Keeping track of all incoming customer enquiries increasingly posed challenges for the entrepreneur.

Marc Bichel sees another construction site and at the same time an opportunity in the topic of online reputation. In the e-commerce sector, online reviews are of great importance. Many prospective buyers compare different providers before buying, especially when it comes to the welfare of their own pet. The problem: Too rarely do happy customers leave a positive review.

## Increase business conversions with Superchat via WhatsApp

It quickly became clear that Superchat could help the company from Schleswig-Holstein to make customer communication more modern. Thanks to Superchat's messaging platform, Marc Bichel uses only a single log-in to manage all relevant communication channels. Messages received via WhatsApp, Facebook, email, SMS and co. are bundled in a universal inbox.

In addition, the company uses webchat, which customers can use to send their questions directly via the online shop. Customers thus receive support exactly when it is needed. The messaging platform simplifies communication with the company's own clientele and kauartikel.com offers a modern and personal shopping experience.



*"The intuitive user interface of the tool and the excellent support from Superchat convinced us."*



Marc Bichel, Founder



To improve the online reputation of the online shop, the company uses the useful function to manage online reviews. Via a review invitation, happy customers are reminded to leave a review. As soon as kauartikel.com receives a new review via Google, the company receives a notification via Superchat.

## How kauartikel.com benefits from Superchat

- Fast and direct contact options via WhatsApp Business, Facebook Messenger, Webchat and Co.
- More control and transparency by bundling all relevant communication channels in one platform
- Improving online presence through digital communication options and new Google ratings
- Send and manage evaluation invitations and incoming customer evaluations