



“We have worked with Elcome for many years and are impressed with the results of our website and eCat, I feel by working with them we have achieved the standard that is needed for our industry”



Neil Masterman
Engine Management
Product Manager
Elring Parts Ltd



Elring Parts Ltd Website & eCat for the UK

Services

- Web & eCat Design & Build Services
- Development
- Data services



Elring Parts Ltd chooses Elcome to modernise their web presence, improve online customer experience and update their look and style to reflect their parent company's brand guidelines.

Background

Elring Parts Ltd is the UK subsidiary of Elring Klinger, an internationally recognised name within the independent aftermarket. Elring supply quality engine & electrical components for brands including AMC, Beru, BF Original, BorgWarner, Elring, KolbenSchmidt, MotoRad, Pierburg, TRW Engine Components, VDO and Wahler.

Aspiration

Following a refresh of the parent company's website, Elring Parts were looking to replicate the new corporate style, whilst at the same time tailoring their UK website and online catalogue for their own specific market needs.

Elring Parts required a company with an in-house development team that could accommodate new ideas and features to future proof their online presence, whilst working to the corporate brand guidelines to ensure key attributes were incorporated.

The online catalogue also required a direct data feed from a 3rd party, admin capability, secure registration, login and GDPR compliance functionality. Plus, an enhanced search capability, including VRN, and the inclusion of applications, a buyers guide and cross references.



Action

Elcome Publishing and Services provided an ideal fit for Elring Parts requirements. Our web team followed the corporate design guidelines and sitemap, supplied by the customer, to develop a website in keeping with the corporate look and style. At the same time, we worked with the client to create the unique elements for their site.

Utilising Elcome's Development and Data capability, we enabled the Elring eCat to automatically feed their product data from a 3rd party platform directly to their eCat, thus making the maintenance workflow as simple, quick and straightforward as possible.

Also, the search functionality within the eCat was built to be compatible for UK VRN making it as easy as possible for the end user to locate the right products.

Results

The project was delivered on time and to budget. Both the website and eCat were reviewed and approved by the parent company.

Since its launch, the Elring Parts website and eCat has seen a significant increase of visitors and registrations.