

Sustain Healthy Work Environment For Shopify in EU

Project Report

HM WFH Shopify Logistics EMEA

wexim.



Table of Contents

Who We Are

About Us **3** • Welcoming Address **4** • The wexim family **5**
wexim. Now And Then **6** • Our Services **7** • Brand Selection **8**
Our Philosophy **9** • Our Herman Miller Partnership **10**

Introducing The Project

wexim x shopify **14** • How it started, how it's going **15**
Key Facts **16** • Project Team **17** • Project Overview **18**

The Project

Phase 1: Ordering Process **19** • Phase 2: Procurement **25**
Phase 3: Shipping **28** • Phase 4: After Sales **31**

Challenges and Learnings

Challenges **34** • Fixes **37** • Learnings **39**

Summary **41** Imprint **42**

Who We Are About Us

wexim. is an office furniture dealer founded in Berlin in 2009. We are specialized in ergonomic working environments – both as the largest, official Herman Miller dealer in Northern Germany (via our online shop DesignCabinet®), and as trusted expert for complete office solutions from one source.

We are a small, highly competent and well-established team of 25 employees efficiently working together in a friendly atmosphere. We keep the path from initial ideas to assemblies short. This benefits our customers, for whom we also work closely with strong partners for the office and acoustic planning of their projects. Furthermore, we have specialized in refurbishing office design classics in our attached warehouse.



Who We Are Welcoming Address



Thank you for your interest in this report,

good products are the foundation for a sustainable partnership. Twelve years ago, when I was working on an office furniture project after graduation, I came across Herman Miller by accident. I struck up a conversation with a facility manager who was sitting on a 12-year-old and seemingly unbreakable office chair.

With a degree in business in my pocket, I was still looking for a business plan. So, I started selling this astonishing product – the Aeron Chair – and have been able to grow the business 20 - 30% every year since. An absolute highlight for me: growing my business organically without outside capital.

In 2020, we now have a turnover of almost 7 million euros, and the trend continues upwards. Through Herman Miller we have access to global companies and have entered the project business, backed up by a former Herman Miller sales expert and a young, dynamic team.

The featured project was all about Corona and Brexit. The fast-growing software company Shopify wanted to make high-quality products available to its employees in their homes. We faced immense challenges and learned all the more. Read here how we mastered the project in these unusual times. One thing is certain: We are eager to continue the prolific collaboration with Shopify and Herman Miller. The next phase of the project is already scheduled for April 2021.

Chris Wrociszewski

Who We Are

wexim. Now And Then

Just like in the movies, wexim. started in a garage in 2009, when CEO Chris Wrociszewski established a small Herman Miller showroom in a Berlin backyard. Quickly afterwards, he started wexim. focussing on retail business with our online shop DesignCabinet® – thereby expanding our business relations with Herman Miller. From early on, our expertise lies in the refurbishment of office design classics such as the Aeron Chair, which we still remanufacture in our attached warehouse.

Ten years later, we have become the largest Authorised Herman Miller Dealer in Northern Germany. Due to the growing demand for high-quality office products, our bundled expertise, and our hands-on mentality, we have grown to become a company with 25 employees located in our office, showroom and attached warehouse in Berlin Lankwitz. As an office supplier, we are handling large project volumes, planning and provisioning office concepts, as well as coaching architects on the subject of New Work.

2009

wexim. founded

CEO Chris Wrociszewski founded wexim GmbH.

2010

DesignCabinet.de

As a Authorised Herman Miller Dealer Partner, we sell new and refurbished office design classics, as well as spare parts and accessories.

2013

Hamburg Showroom

Our showroom in Hamburg – in the new Baze Business Center on over 500 m² – makes individual consultations and test seatings in the North easier.

2018

Office, showroom & warehouse

With our move to Berlin Lankwitz, we found a modern office space with a showroom and an attached warehouse with a 2000 m² storage area and a workshop for office chair repairs enabling us to handle large volume projects more efficiently.

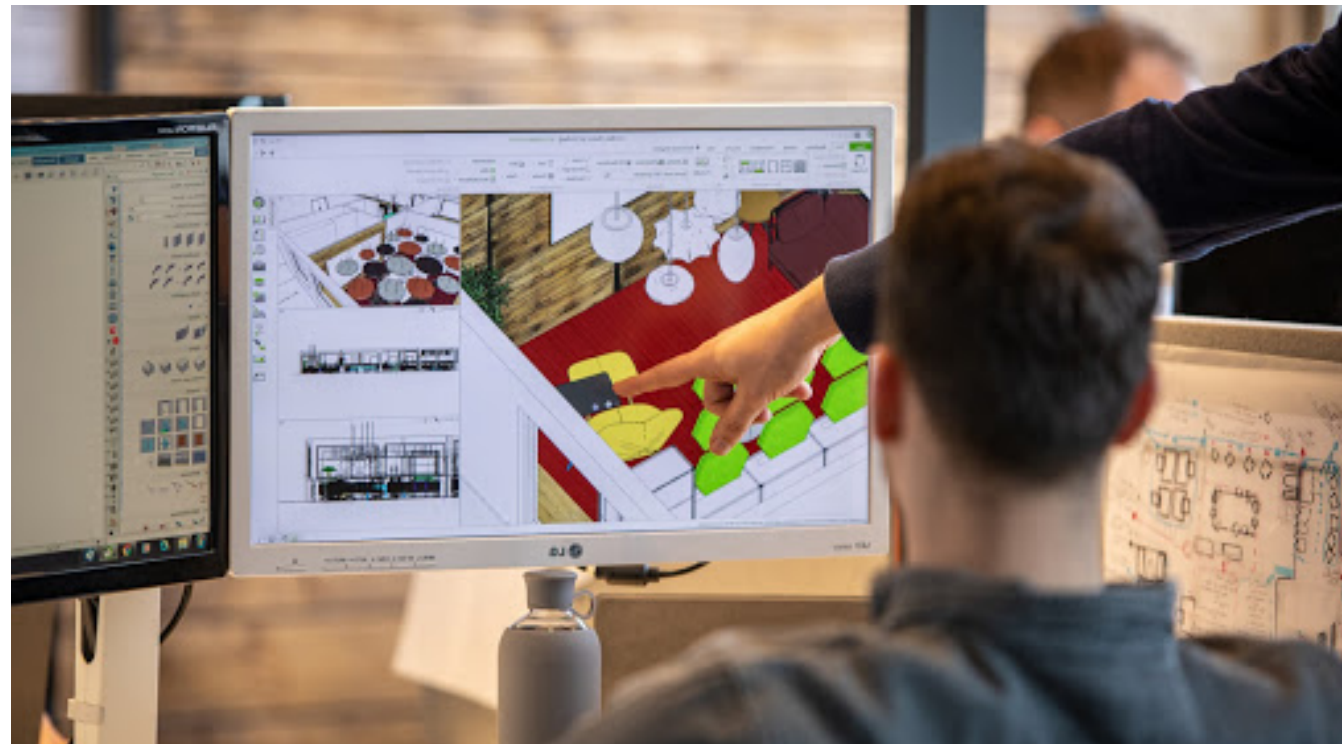
2020

Partnership with HM

Admission to Herman Miller Authorised Accredited Partner status

Who We Are

Our Services



Office Planning

Measurement, planning, provisioning, procurement, installation and after sales support: When planning offices, we place value on accompanying the entire process, as well as maintaining customer contact and on-site support. Thereby we draw on our well thought brand selection, as well as on our long-standing experience in project management, logistics and furniture installation.



Acoustic Planning

Further improving work environments, we offer acoustic planning. We carry out acoustic measurements and analyses to find the best sound absorbing elements for offices – using a range of sound and wall absorbers that provide added value both acoustically and visually. When selecting brands, the required absorption level, quality, and recycling properties are paramount. Since we also attach importance to the design, we work with the brands ecophon, Lintex, and refelt by DeVorm, as of them ensure the best room acoustics and a pleasant working environment.



Coaching

We support Herman Miller's concept of a Living Workplace. As office landscapes have to meaningfully respond to a variety of people's needs and activities, we developed coachings for architects on the subject of New Work in cooperation with Herman Miller. The goal is to set the course for a productive work environment and happier employees by dispelling prejudices and creating awareness of progressive office concepts. Plus, our office planning includes employee trainings, ergonomics consulting and seating trainings.

Who We Are

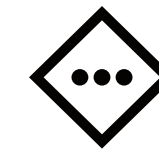
Brand Selection

As Authorised Accredited Herman Miller Partner – the largest licensed dealer in Northern Germany – we are committed to its office furniture; its combination of ergonomics, functionality, and design. Just as Herman Miller partnered with brands that share the same commitment to great design and to health and well-being of customers, we also draw on a number of other brands.

Our goal is to design work environments holistically. Thus, we partner with brands that pay great detail on quality and aesthetics. With naughtone, Muuto, Colebrook Bosson Saunders or HAY, we trust brands that dynamically specialize in artful, problem-solving designs.



HermanMiller



colebrook bosson saunders

naughtone

HAY

Midgard



emu

LINTEX



zilenziO

SYSTEM  180

NOODLES
NOODLES
&
NOODLES
CORP.

PLANK

DeVorm

NORR11

PEDRALI®

wexim.

Who We Are Our Philosophy

It is our aim to furnish work environments holistically. In doing so, our collection of brands enhances our product range, with a special attention to:

Functionality

For employees to work in a productive, motivating work environment, we work with brands that promote agile, collaborative and healthy working with ergonomic, flexible designs.

Clear Design Language

We place great emphasis on high-quality products with a clear design language.

Sustainability

We only include brands that combine ergonomics, innovation, and material quality with sustainable, environmental friendly concepts.

Strong Partnerships

Having in mind that we are neither architects nor construction planners, we work together with strong industry partners to guarantee the success of our projects from the very beginning.

Our Partnership With Herman Miller

We Are The Largest Herman Miller Dealer In Northern Germany

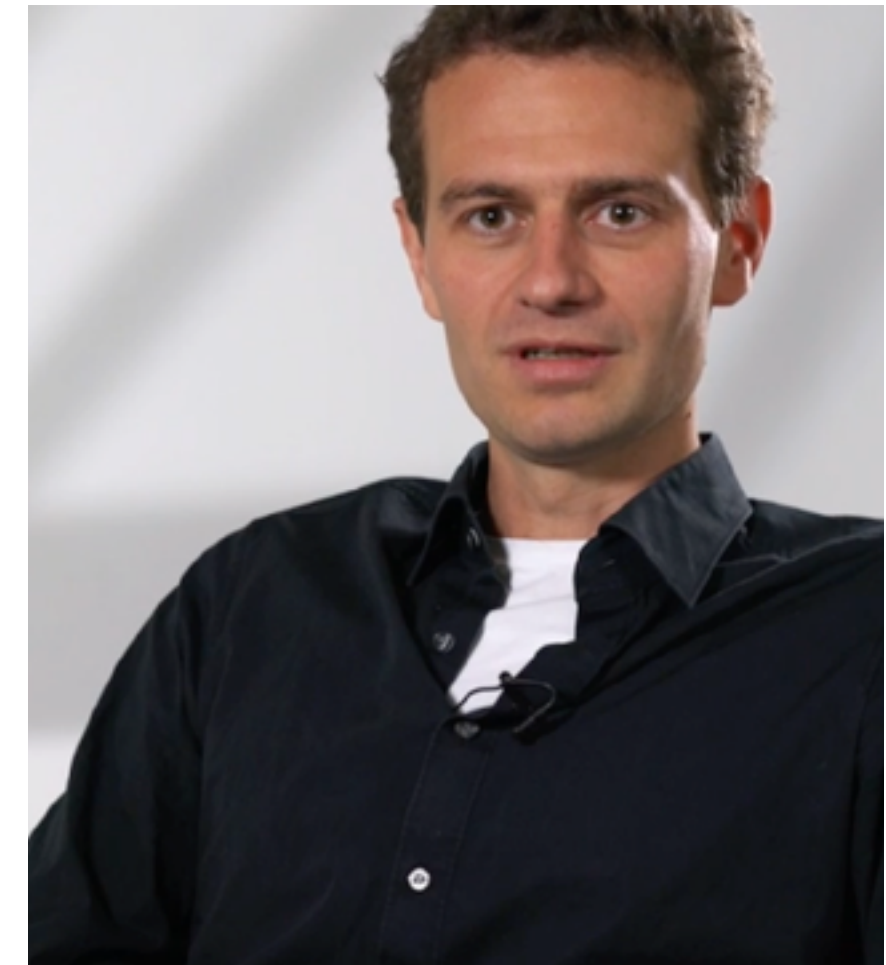
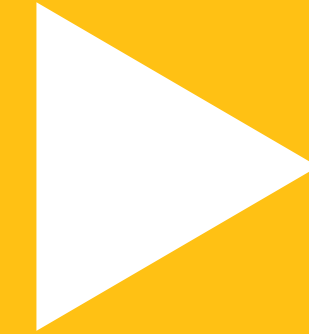
As an authorized dealer and official representative for Herman Miller in Germany, we are the customer's first point of contact in terms of purchase, sampling, rental, and leasing as well as warranty of all products.

Eventually, our ten-year-long close business relations with Herman Miller as well as our good reputation throughout Germany and the EU led to the cooperation with Shopify.

Our Partnership With Herman Miller

The Benefits Of Being A Herman Miller Dealer

As a Herman Miller Authorised Accredited Partner, we are integrated into an international network of expert business partners. By working closely together with Herman Miller we benefit from international dealer programmes such as the Dealer Review & Accreditation and HM Dealer Rewards. Thus, we can offer the brand's complete portfolio and services to our customers. At the same time, in functioning as a regional retail partner, we can contribute our know-how to find original, design-oriented and innovative office solutions for our clients.



Our Partnership With Herman Miller

“We are proud to have team wexim. on board”

The partnership between wexim. and Herman Miller started more than ten years ago based on the entrepreneurial spirit of the wexim. founder Christopher Wrociszewski. Having started in a warehouse loft in Berlin, today wexim. is one of Herman Miller’s leading accredited partners in Europe with an agile multi-channel distribution model reaching from Europe projects, e-commerce sales to a highly successful Work From Home programme. We are proud to have team wexim. on board as a valid member of the Family of Brands dealer community.



Dominik Ramminger
Director International Channel
Development Services
Herman Miller



Our Partnership With Herman Miller

Pioneer For Our Daily Business

Collaborations With Top-Notch Designers

Since its first Design Director George Nelson, Herman Miller never ceased to disappoint when it came to their designers. With a strong focus on problem-solving designs that are both functional and beautiful, Herman Miller worked with design talents from all over the world. Such as Bill Stumpf and Don Chadwick, Wart Bennett, Yves Béhar, Sam Hecht and Kim Colin or Studio 7.5 – always keeping an eye on research and development of new technologies, materials, and manufacturing processes. We are proud to sell, refurbish and to resell ergonomic design office chairs par excellence – not least the Classic Aeron.

History Writing Workplace Ergonomics

Herman Miller is considered one of the leading office furniture brands worldwide. For more than 100 years, the US brand has placed great emphasis on designs that not only support employees in their health and well-being, but also the environment. In collaboration with high-profile designers and young talents, they continue to develop inspiring furniture designs and technologies that – since they have been around – set the tone in workplace ergonomics. When planning workplaces, we rely on ergonomic designs that Herman Miller has played a major role in developing. Among other things, we implement the concept of the Living Office.

A Lighthouse For Encompassing Sustainability

For decades Herman Miller has been recognized for its leading role in sustainability. This derives from many initiatives: First, by participating in the Cradle to Cradle Programme, which supports a high recyclability of more than 90% for all products. Second, by using exclusively regenerative energies in the manufacturing process. And last but not least, by maintaining said criteria in a Design for The Environment Protocol (DfE), which prescribes a thorough examination with every new design. Regarding effects on our environment, wexim. lives on the principles of recycling and sustainability, as well. We consider the development and the integration of the circular economy concept as a holistic approach.

The Project

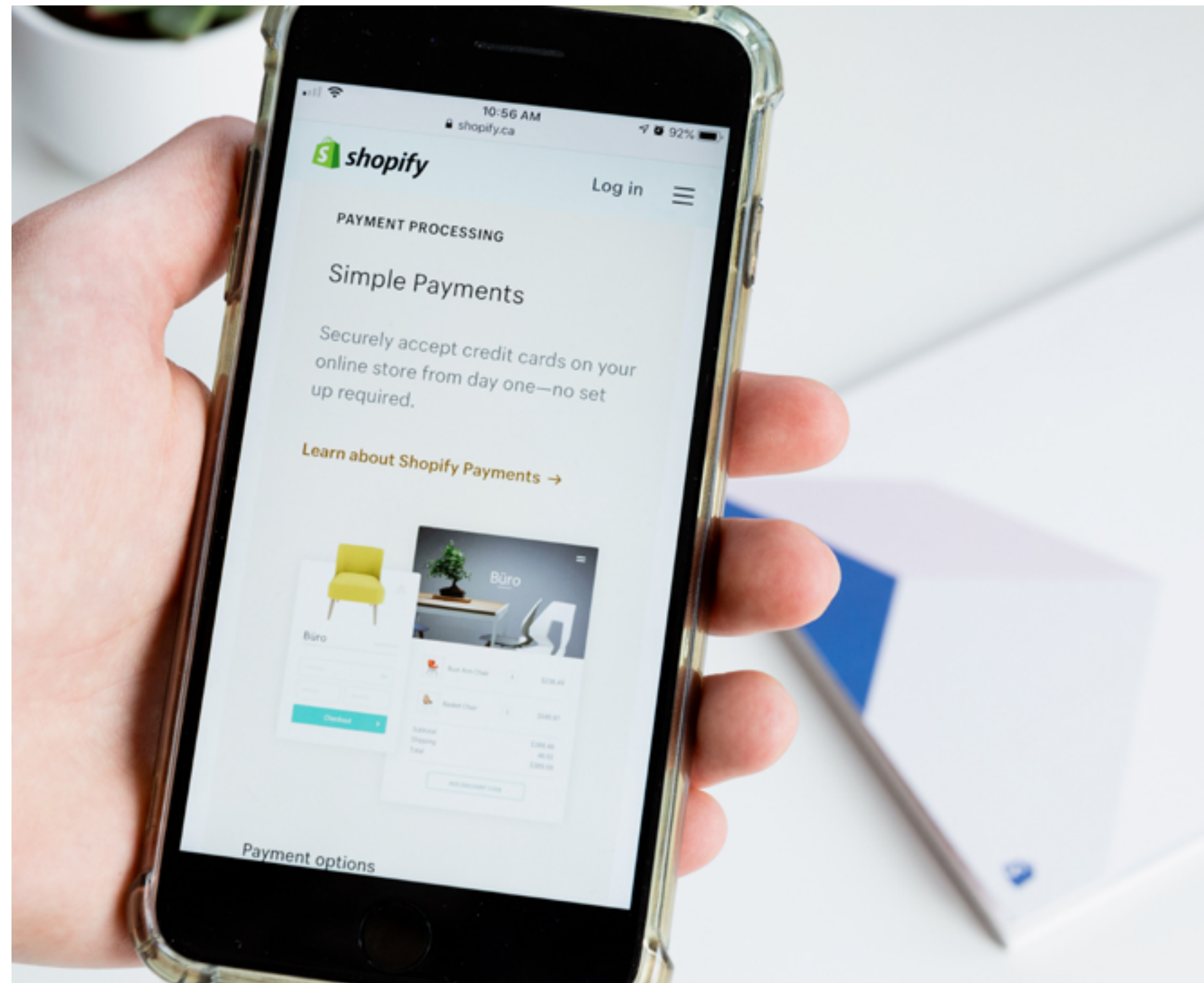
Sustain Healthy Work Environment For Shopify in EU

Shopify Inc. is a multinational e-commerce company with its headquarters in Ottawa, Ontario. In 2004, Tobias Lütke, who emigrated from Germany to Canada, and a friend founded the company, which was initially intended to sell snowboarding equipment.

Since 2006, the company has been operating under the name Shopify – the same year the e-commerce platform for online stores and retail point-of-sale systems went live. Shopify helps online retailers built platforms for their businesses, handling everything from marketing and payments to customer engagement and shipping with tools provided by Shopify.

The Project

How it started...



...how it's going

05/2020

In May 2020, Shopify made the decision to go “Digital by Default” – meaning they would no longer be “office centric”. As part of this strategy, they offered their employees a stipend for their home office requirements. After the Shopify MySpace program was launched globally, each employee could log into the dealer or Herman Miller hosted online store and purchase what they need for their home offices. The provided standard products are Aeron, Sayl, Nevi and Ratio.

10/2020

Thanks to our close business ties to Herman Miller and as one of its largest, licensed partners in Germany, wexim. took on the project for Germany and eleven other EU countries.

03/2021

After we managed the ordering process, procurement, shipping and after sales support of +400 products to 300 addresses all over Europe from October 2020 to February 2021, the project and thus the cooperation with Herman Miller and Shopify will be continued.

The Project

Key Facts

- ☛ The project started in October 2020.
- ☛ Shopify employees could purchase Ratio, Aeron and/or Sayl in their required configurations.
- ☛ In sum, 420 products were ordered to 300 addresses.
- ☛ All products were delivered to our warehouse and assembled in our workshop in Berlin.
- ☛ We managed the delivery to twelve countries all over EU Germany, Ireland, Great Britain, France, Poland, Portugal, Belgium, Spain, Lithuania, Italy, Netherlands, and Spain.
- ☛ Despite the challenges of a worldwide pandemic and Brexit, our customer support recorded a below-average return and complaint rate.
- ☛ The project's first phase ended in February 2021 and will be continued more efficiently thanks to optimisations in all project stages.

The Project

Project Team

Responsible for the project was Sascha Glüsing, our experienced sales manager with former ties to HM. For this project, he built a flexible, hands-on operations team.



Sascha Glüsing
Head of Outbound Sales

As project manager, Sascha organized orders, procurement, and shipping.



René Gruhl
Head of Operations

Together with Vinc, René developed an own system to simplify the ordering process, and supervised the technicians.



Vincent Burot
Project Manager

Vinc supported Sascha in guaranteeing the successful planning and implementation of the project.



Ola Adamczyk
Logistics Manager

Ola was responsible for the smooth operation of our logistical processes and the communication with our partners.



Jennifer Leanne Young
Customer Support Manager

As a native speaker, Jenni especially helped with customs affairs.

The Project Project Overview



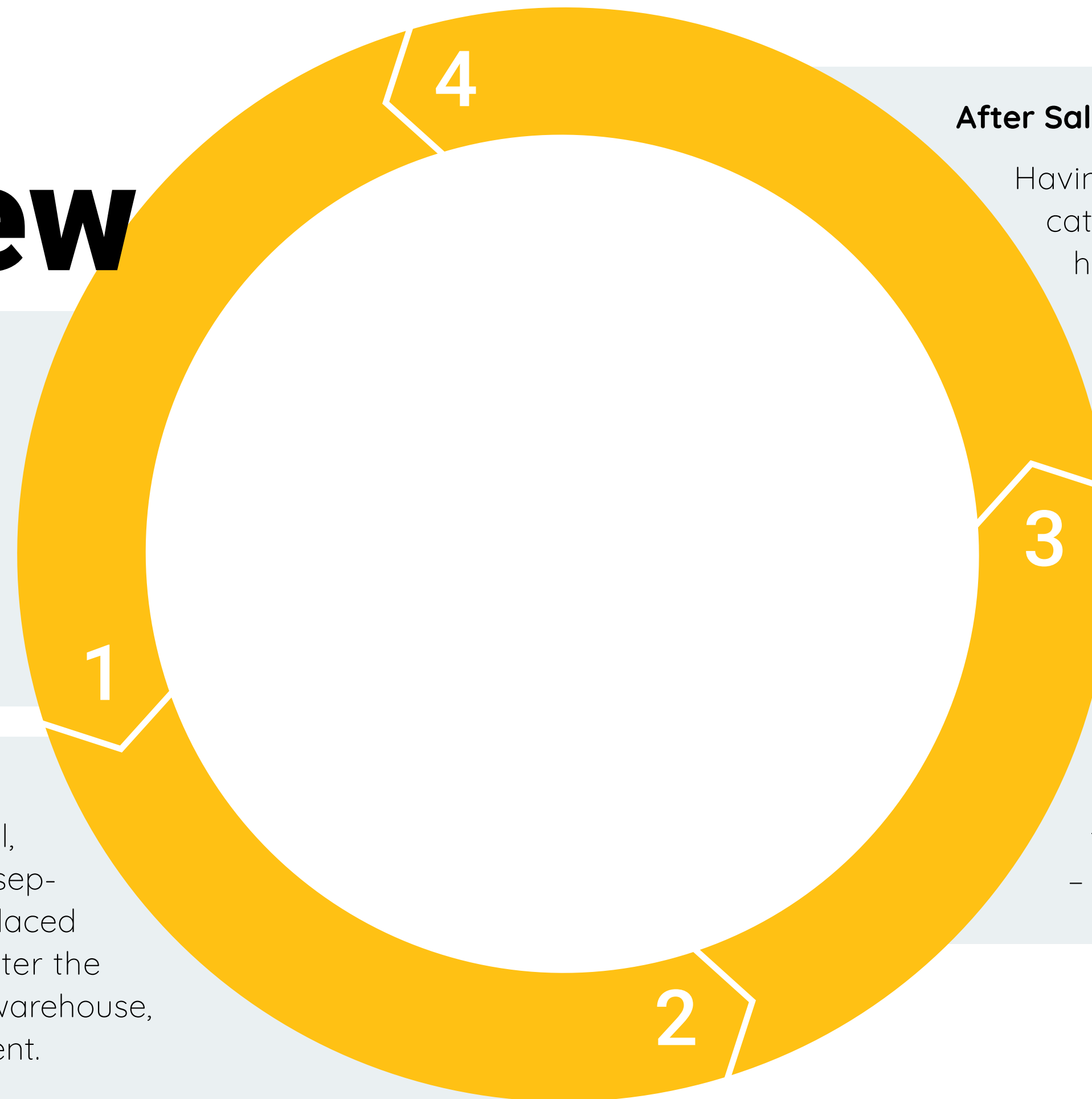
Ordering

We received +400 product orders in different configurations – yet alone the Ratio desk was provided in 45 configurations. To facilitate the subsequent procurement, we have developed an in-house system.



Procurement

To reduce complexity and arrival, chairs and tables were ordered separately. Individual orders were placed for each country and phase. After the products were delivered to our warehouse, they were assembled for shipment.



After Sales

Having Brexit and COVID-19 complicating delivery, our customer support helped Shopify employees via phone or mail with thorough instructions, and tutorials. Eventually, we recorded a below-average return and complaint rate.



Shipping

With the help of DB Schenker, MJ Flood, Inplace Ltd. and Jonas Larsson, we delivered +400 products to 300 addresses within the EU. Brexit and COVID-19 faced us with particular challenges – e.g. finding partners for shipment.



Phase 1: Ordering

Simplifying Complex Orders

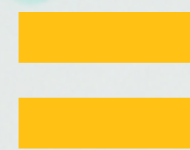
Shopify MySpace Program

As part of the MySpace Program, shopify employees could log into the dealer or Herman Miller hosted online store to purchase Sayl, Ratio and/or Aeron in their required configurations.



Comprehensive Order Lists

The +400 orders were provided to us as excel spreadsheets. After generating article numbers, we ordered tables and chairs for each country separately from Herman Miller.



Own Procurement System

In order to simplify the procurement process, wexim. employees developed an in-house system to easily generate own article numbers.



Phase 1: Ordering

Product Overview

Within the project's first phase of the Shopify MySpace program, the European employees could purchase a sit-stand desk and an office chair for their home offices. The options were the Ratio Desk, the Aeron Chair and the Sayl Chair.



Phase 1: Ordering

Aeron

Ergonomic Icon

Designers Don Chadwick and Bill Stumpf created the first office chair that focussed both on ergonomics and design. The Aeron Chair is individually adjustable in height, tilt and tilt tension, arm rest height and arm rest angle. Plus, innovative and patented technologies provide for healthy sitting: PostureFit or Lumbal Pad support the upper or lower back, while the breathable Pellicle Membrane allows the user to sit in an optimal, non-sweaty sitting position. Eventually, the Classic Aeron, as well as its successor the Aeron Remastered, are beacons for ergonomic, yet comfortable sitting.

Provided for Shopify employees in 3 configurations.



The Sayl Chair is design is designed for its user: The frameless rotating chair with an intelligent 3D backrest invites its user to casually stretching and moving, thereby supporting a healthy body position. Designer Yves Béhar created the Sayl in reminiscence of the Golden Gate Bridge – using as less material as possible while carrying high loads nonetheless. Despite its lightweight, it carries up to 159 kg. At the same time, the chair also cuts a good, inconspicuous figure.

Provided for Shopify employees in 5 configurations.

Phase 1: Ordering

Sayl

Performance Highlight



Phase 1: Ordering

Ratio

Sit-Stand-Talent

The ratio Desk is height-adjustable and enables smooth transitions between sitting and standing - as research proves that changing between sitting and standing positions benefits our health. Available in two kinds of electric height adjustment, users can adjust the sit-stand-desk to their individual height. A nice benefit: With its clean design, the Ratio blends into modern office and living landscapes.

Provided for Shopify employees in 45 configurations.

5557		LT	2020-09-12 03:51:54	19872480624	Aeron Chair B - Medium	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
5766		LT	2020-09-15 06:27:34	19876737515	HM Desk 120 x 80 cm / Graphite / Napoli Oak	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
5947		LT	2020-09-17 04:27:40	19879711211	Aeron Chair B - Medium	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
6383		LT	2020-09-20 14:51:08	19907777003	HM Desk 150 x 80 cm / Chalk White / Chalk White	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
6403		LT	2020-09-21 07:08:05	19908616192	HM Desk 120 x 80 cm / Chalk White / Chalk White	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
6457		LT	2020-09-21 16:08:40	19911178977	HM Desk 150 x 80 cm / Graphite / Natural Walnut	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
6459		LT	2020-09-21 16:12:40	19911191429	Aeron Chair B - Medium	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
6869		LT	2020-09-25 05:55:26	19935372902	HM Desk 120 x 80 cm / Graphite / Havana Cherry	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
6870		LT	2020-09-25 06:04:38	19935382733	Aeron Chair B - Medium	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
5689		NL	2020-09-14 12:39:33	19875690250	Aeron Chair B - Medium	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
6601		NL	2020-09-23 16:51:46	19931473182	Aeron Chair B - Medium	23.11.2020	04.12.2020	CW 50-51	1	2	Delivered
7029		DE	2020-09-28 04:24:03		Aeron Chair B - Medium	11.01.2021	22.01.2021	CW 4-5	1	3	In Production
7087		DE	2020-09-28 14:48:18		HM Desk 120 x 80 cm / Graphite / Havana Cherry	11.01.2021	22.01.2021	CW 4-5	1	3	In Production
7382		DE	2020-10-03 11:46:25		HM Desk 150 x 80 cm / Graphite / Natural Walnut	11.01.2021	22.01.2021	CW 4-5	1	3	In Production
7401		LT	2020-10-04 05:37:37		HM Desk 140 x 80 cm / Graphite / Chalk White	11.01.2021	22.01.2021	CW 4-5	1	3	In Production
7402		LT	2020-10-04 05:43:35		Aeron Chair B - Medium	11.01.2021	22.01.2021	CW 4-5	1	3	In Production
7507		DE	2020-10-07 04:39:22		Aeron Chair B - Medium	11.01.2021	22.01.2021	CW 4-5	1	3	In Production
7523		DE	2020-10-07 14:18:36		HM Desk 140 x 80 cm / Chalk White / Havana Cherry	11.01.2021	22.01.2021	CW 4-5	1	3	In Production
7730		LT	2020-10-09 11:20:08		Aeron Chair B - Medium	11.01.2021	22.01.2021	CW 4-5	1	3	In Production
7789		BG	2020-10-12 09:02:38		HM Desk 150 x 80 cm / Chalk White / Natural Walnut	11.01.2021	22.01.2021	CW 4-5	1	3	In Production
7790		BG	2020-10-12 09:16:50		Aeron Chair B - Medium	11.01.2021	22.01.2021	CW 4-5	1	3	In Production
3977		LT	2020-09-02 10:31:04		HM Desk 120 x 80 cm / White Smooth / Classic Walnut	11.01.2021	22.01.2021	CW 4-5	1	4	In Production
4173		DE	2020-09-02 10:31:04		HM Desk 140 x 80 cm / Graphite / Lincoln Walnut	11.01.2021	22.01.2021	CW 4-5	1	4	In Production
7938		DE	2020-10-15 09:39:43		HM Desk 150 x 80 cm / Graphite / Natural Walnut	11.01.2021	22.01.2021				In Production
8085		DE	2020-10-18 04:44:05		Aeron Chair B - Medium	11.01.2021	22.01.2021				In Production
8132		DE	2020-10-19 05:16:40		Aeron Chair B - Medium	11.01.2021	22.01.2021				In Production
8137		DE	2020-10-19 12:10:01		Aeron Chair B - Medium	11.01.2021	22.01.2021				In Production
8166		DE	2020-10-19 17:16:54		Aeron Chair A - Small	11.01.2021	22.01.2021				In Production
8202		DE	2020-10-20 03:15:09		Aeron Chair B - Medium	11.01.2021	22.01.2021				In Production
8203		DE	2020-10-20 06:49:28		HM Desk 150 x 80 cm / Graphite / Napoli Oak	11.01.2021	22.01.2021				In Production
8259		DE	2020-10-21 09:12:32		Aeron Chair B - Medium	11.01.2021	22.01.2021				In Production
8264		LT	2020-10-21 10:08:47		Aeron Chair B - Medium	11.01.2021	22.01.2021				In Production
8327		FR	2020-10-22 20:14:47		HM Desk 120 x 80 cm / Graphite / Havana Cherry	11.01.2021	22.01.2021				In Production
8333		DE	2020-10-23 12:58:56		Herman Miller Sayl Chair Charcoal	11.01.2021	22.01.2021				In Production

Phase 1: Ordering

Ordering Process

After the Shopify employees purchased their orders via our online shop DesignCabinet®, we gathered comprehensive excel spreadsheets. To coordinate and simplify the procurement and shipping of all ordered products, we developed an in-house system that generated the part numbers we used to order products from Herman Miller. In this way, we were able to purchase the ordered products by December, making it possible to ship them until and January.

Phase 2: Procurement

Finding Dynamic Solutions

For ordering goods from Herman Miller, tables and chairs were ordered individually, for each country.

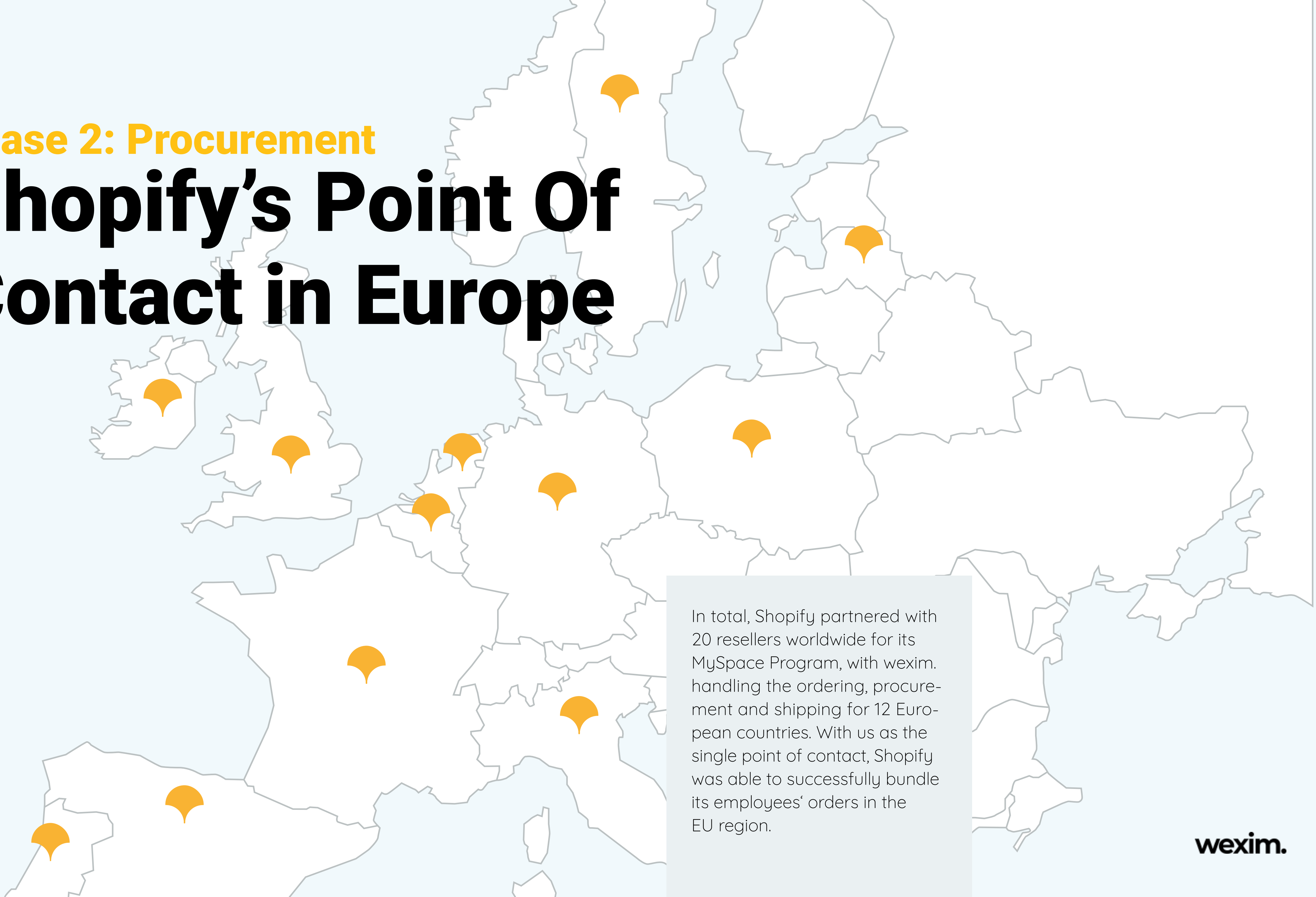
Our in-house system of generating article numbers helped simplify the procurement.

In this first phase of cooperation with Shopify, the goods were delivered to our local warehouse in December, and assembled here before shipping.

Due to the COVID-19 pandemic, it proved difficult to find service providers for shipment both within Germany, and to other EU countries.

Phase 2: Procurement

Shopify's Point Of Contact in Europe



In total, Shopify partnered with 20 resellers worldwide for its MySpace Program, with wexim. handling the ordering, procurement and shipping for 12 European countries. With us as the single point of contact, Shopify was able to successfully bundle its employees' orders in the EU region.

Phase 2: Procurement

Improving In-House Processes

A task of a new magnitude was the organization and coordination of incoming goods. To simplify this process, we converted the Herman Miller item numbers into our own item numbers. Along the way, our Project Manager Vincent Burot and our Head of Operations René Gruhl developed an in-house system, which facilitated ordering of the Ratio Desk, the Sayl Chair and the Aeron Chair. Especially for the Ratio, which was provided in 45 configurations, sizes and colors of both the lower and the upper frames had to be entered separately in the ERP system.

The developed system made it easier for us as a seller to read-out the correct number of individual components in the backend. Eventually, we avoided a major source of errors, and ensured to order all the parts needed to assemble the product. With our newly developed and innovative system, we can also optimize the procurement system in future projects, since the number of configuration options does no longer matter.



Phase 3: Shipping Process

Dealing With Unexpected Events

Throughout this project, we were surprised with two unexpected events: the COVID-19 pandemic, and Brexit. Both events required us to find dynamic solutions, for both the dispatch of goods from the UK, and the delivery to all end customers.

After the Brexit was finally decided on January 1, 2021, it was a special challenge to develop an incore process for deliveries from the UK.

In the UK, Ireland and Sweden, we cooperated with furniture installation specialists Inplace Ltd., MJ Flood, and Ergonomic Office (SWE). All other countries were handled by our own shipping team, local couriers, and DB Schenker.

Phase 3: Shipping Process

Defying the COVID-19 Pandemic

As our products were delivered free to the point of use, we faced difficulties in delivery due to the COVID-19 pandemic. In January and February, it already became difficult in Germany to find service providers who would deliver, let alone assemble the items during the pandemic. Ad hoc, we had to find solutions to ship the ordered goods without direct customer contact.

Thus, the products were pre-installed on a pro-rata basis in our warehouse, so that the end user, for example, only had to assemble the table legs. Our customer service provided additional support: We developed detailed assembly instructions and were always available to the Shopify employees by phone and email for questions about delivery and assembly.



Phase 3: Shipping Process

Delivering EU-Wide

In the end, we were able to deliver all products – to a total of 12 EU countries in this project’s first phase. These included Germany, UK, Ireland, Lithuania, Portugal, Spain, Belgium, France, Italy, Netherlands, Poland, and Sweden. The delivery was charged at a local rate dependent on the geographic location and product.

Shipping the goods, we cooperated with Herman Miller partners as well as furniture installation specialists in Ireland, UK and Sweden. The goods were routed to the respective dealers and set up in a timely manner for delivery. Of all remaining countries, we took care ourselves with our own shipping team, local couriers, and DB Schenker. By the end of December, we had already achieved 80% of the merchandise. After these initial shipping phases, we continued to operate without MJ Flood and also handled the fulfillment in Ireland.



Phase 4: After Sales New Tasks

As the largest Herman Miller dealer in Northern Germany, and as an experienced office planner located in Berlin and Hamburg, our customers, partners, and clients are essentially in German or German-based companies and start-ups in the technology sector. Therefore it was a new task to take on ordering, procurement, and shipping beyond German national borders, throughout Europe.

Thanks to bundled language skills and in-house native speakers, we were able to answer the customer inquiries that reached us from different European countries. This came in particularly handy during the COVID-19 pandemic: Since it was not possible to assemble the furniture at the customers' premises while observing contact and hygiene regulations, we anticipated the customers' problems in setting up their goods with technical aids such as drawings or text and video instructions.

Phase 4: After Sales

Customer- and Solution-Centered

In customer service, one of our strengths is responding to customer inquiries in a quick, flexible and solution-oriented manner. In this project, we succeeded in finding creative out-of-the-box solutions – necessary due to the COVID-19 pandemic. All in all, we were able to respond to these requests with proven solutions in our daily customer communications – and will be continuously.

Technical Aids

At a distance, we were able to clarify many customer inquiries with detailed text and video instructions or drawings.

Invoice Splits

In case customers wanted to purchase products that were not covered by their Shopify stipend, we offered solutions for invoice splits.

In-house Procurement System

Our professional approach resulted in minor customer inquiries. We recorded a below-average return and complaints rate.



Phase 4: After Sales

“We profit from our bundled language skills”

“Brexit proved to be a particular challenge in customer support as well. My colleagues in procurement and logistics had to deal with customs affairs, where I was able to support them as a native speaker on short notice. I’m proud that we can pool our language skills in our small, well-organized team – even when it comes to customs inquiries in Portuguese or Polish, for example. This is what makes our particular strength in customer care.”

Jennifer Leanne Young
Customer Support Manager



Challenges

Unknown Territories

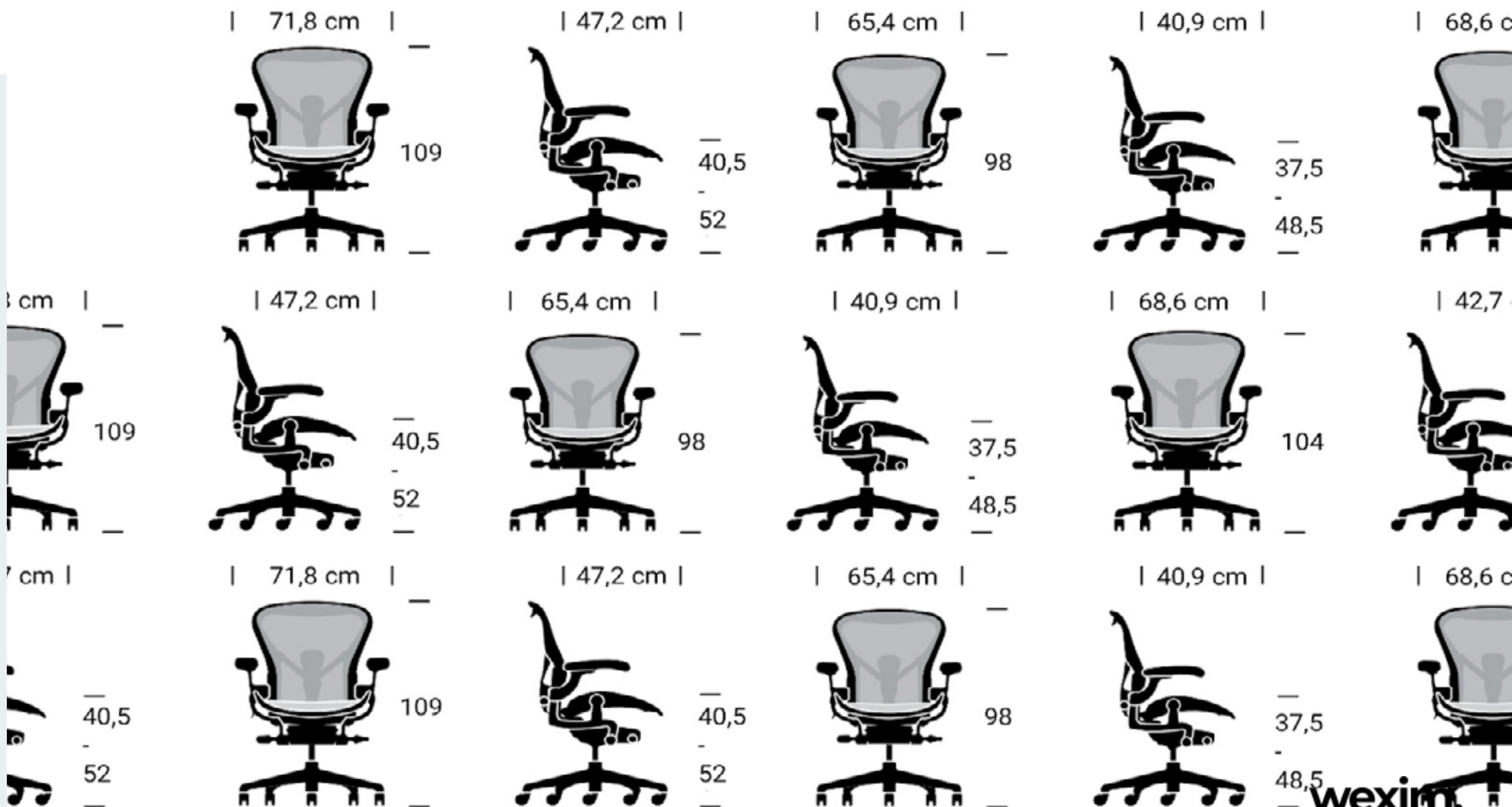
The course of this project was affected by several unforeseeable circumstances that we could not fully prepare for. Outcomes of the Brexit and the COVID-19-pandemic were challenging but could be professionally handled with our hands-on and proactive approach.

While we were able to deal with the larger, European customer pool thanks to our diverse project experience, the Brexit in particular caused a momentary delay. Though, we learned profitable lessons from the challenges we unexpectedly faced – and still apply dynamically developed in-house solutions to future projects.

Challenges

Many Configurations, Many Concerns

An additional challenge but one we had prepared for was the various configuration options for the products that could be purchased by the Shopify employees. The Ratio Desk alone could be ordered in 45 different configurations. In our digital operations platform Actindo, each configuration provided for Shopify employees is categorized in different sets: electric set (cable, switch, control box), understructure set (E-Beam, support, legs, feet) and tabletop. Here it was our concern that many configuration possibilities and spare parts could cause errors in the ordering process.



Challenges Deal Or No Deal?

As we have already talked about the particular challenges the COVID-19 pandemic brought upon us, yet another challenge were the Brexit negotiations. After the deal was finalized by January 1st, 2021, there were no exact regulations for neither dealers nor suppliers made. However, our deliveries fell exactly in this time of uncertainty. This confronted us with unexpected hiccups, such as the delay of all deliveries with our products being stuck in the UK. All the while, we were sorting out the new duty-free shipping regulations.

Though, due to our level-headed, well-organized handling of this situation, we were able to ensure that the deliveries were only delayed by two weeks. Beginning with the end of January, all products purchased in this project's phase could be delivered to their point of use in the Shopify employee's home offices.



Fix In-House System

To avoid a possible source of error, our Head of Operations René Gruhl and our Project Manager Vincent Burot jointly developed an in-house system during the project. For this system, all configuration options were rotated within the categories – for example the Ratio Desk’s color of the base as well as size and color of its tabletop. In addition, parts list items from these sets were created for each table combination so that we only had to enter one code to have all the required items for a table as an order. Eventually, this individual nomenclature is profitable and sustainable, as it facilitates not only the ordering process with this project, but with future projects as well.

“The idea to develop our own nomenclature was due to the desire to develop a sustainable system to offer the Ratio again in our store on the one hand. And on the other hand, to facilitate the ordering of goods.”



Vincent Burot
Project Manager

Fix Sub-Shops



Every merchant participating in the Shopify MySpace Program built a custom-built website qualifying the Shopify employees for direct orders with their discounts of 30%. Thus, we implemented a sub-shop for Shopify employees to see the discounted prices for Sayl, Aeron, and Ratio and order them with pre-set shipping conditions. The orders are automatically transferred to the ERP so that we purchase the products from HermanMiller. The sub-shop helps us control the product selection and automate our internal processes. A win-win for our team and our customers.

Handling our Berlin-based customers, we also designed a landing page to organize courier trips within the city. Customers residing in Berlin could select a date via a form and thus determine the delivery with Cosmo Courier themselves.

Learnings

Continuous Improvements

In the course of this very successful project, which will enter a second phase in the beginning of April, we could underline our expertise as an experienced online retailer and logistics company for high-quality office furniture. Even or especially in unexpectedly challenging situations, we have proven to be a dynamic, solution-driven company.

Facing different tasks, we had creative, out-of-the-box ideas to facilitate working together in order, procurement, logistics, and customer service. To this end, we create dynamic solutions that are, on the one hand, less error-prone, and on the other hand, designed to be clearer and more user-friendly. So, in order to implement projects successfully on the long run, we not only have our own processes but also the customer's needs in mind at all times.

Learnings

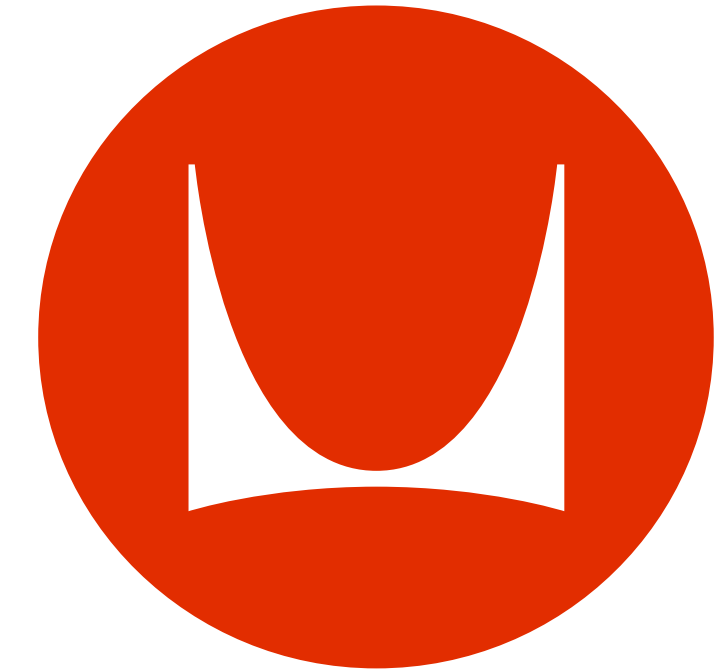
“A record driving cooperation”

In Europe, Wexim. has been the dealer of record driving over \$USD 400,000. Wexim. has helped develop the program from the ground up. They worked closely [...] to determine the right product solution, pricing strategy and stock requirements for the local market. The client is thrilled with the customized online portal that Wexim. built, their willingness to stock product so employees get their offices set up quickly, and their ongoing customer service and communication.



Ginny Winiker

Global Account Manager
Global Strategic Business Group
Herman Miller



Summary

All Set For The Next Phase

We are continuously striving to grow our company. Thus, we are happy and equally proud to have co-operated with Shopify and contributed to its MySpace program in Europe. Knowing employees are working on high-quality, ergonomic and sustainable office furniture drives us.

We are no less excited to enter a second, successful phase of the project starting in April 2021 and to continue working with Herman Miller and Shopify. For this we build on the learnings of the first phase to handle the project in the same professional, proactive and solution-oriented way wexim. is known for - maintaining our below-average return and complaints rate.



Any Questions? Contact us!

[Return to the Beginning](#)

Imprint



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