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SAUER BIBUS, SPECIALIST IN DRIVE TECHNOLOGY:

## Market offensive with a new web shop, chat room and social media initiative!

**SAUER BIBUS, a specialist in drive technology based in Neu-Ulm, recently started a market offensive. The aim of this is to further optimize the order processes and the flow of information for customers and partners.**

As an authorized representative of leading brands of hydraulic components and complete services, SAUER BIBUS has always been very familiar with the requirements of customers in technology sectors such as forestry and agriculture, mechanical engineering or plant and aggregate construction. Characterized by maximum customer orientation and continuous expansion of services and solutions, SAUER BIBUS has developed from a pure trading company for branded products to today's market position as a manufacturer of complete drive systems.

For Ralf Schrempp, managing director of SAUER BIBUS, it became clear very quickly after the outbreak of the corona pandemic that new ways of customer communication had to be found and order processes had to be simplified.

### Web shop in a new design

In early summer, investments were therefore made in a new web shop, which in a new design now offers even more variety from the world of hydraulics. The expanded range includes products from leading brands such as Danfoss, Poclain Hydraulics, Daikin and Kawasaki or Argo Hytos, Hydro Gear, Sumitomo and our own solutions made by SAUER BIBUS.

### Ralf Schrempp gets to the point:

*"Our customers benefit from optimized menu navigation, a higher density of information on products and brands, better options for filtering search criteria and significantly more products that are available online."*

At the same time, the logistics were further optimized so that better quality could be achieved, from the online order processes to shipping. The best way to convince yourself of the new offer is to visit the webshop at [www.sauerbibus-shop.de](http://www.sauerbibus-shop.de)



SAUER BIBUS Webshop in a new design

### The chat room – a new era of communication

With the investment in a chat room with contemporary camera and lighting technology at the Neu-Ulm location, SAUER BIBUS has ushered in a new era of customer communication. Ralf Schrempp, who is also directly responsible for marketing and communication, quickly recognized that in the current situation with limited customer visits, home office activities, etc., new forms of communication must take hold.

On the one hand, short films have been produced in the SAUER BIBUS chat room in regular succession for several weeks, providing information on topics such as new products, services, repair support or the latest from the market. These can be accessed at any time via the company's YouTube channel.

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Ralf Schrempp in the new chatroom

On the other hand, the chat room is used for virtual meetings with customers and partners, whereby SAUER BIBUS, according to Ralf Schrempp, paid attention to first-class acoustics and image quality.

Whether Skype, MS Teams, Zoom, Facetime or Hang-outs Meet, SAUER BIBUS is ready for all applications. Since the implementation of the chat room, it has already been used for numerous meetings and has also achieved great approval within the SAUER BIBUS Group.

### **Social media initiative with a stronger market presence**

In parallel to the activities of the web shop and chat room, SAUER BIBUS has also significantly increased its social media activities, according to Managing Director Ralf Schrempp. The aim is to keep customers, partners and potential applicants up to date on the activities via channels such as Facebook, Instagram, LinkedIn or YouTube.

With this, SAUER BIBUS closes a gap in the communication mix and is even better positioned for the future.



### **Ralf Schrempp takes stock:**

*“These investments, which were also time-consuming, were only feasible for us in such a short time since trade fairs like the AMB were cancelled. In this respect, I am very happy that we with our team recognized the opportunity and made optimal use of our time and resources.”*

Another important part of the communication are project reports with customers who gain large interest in the market. In it, project goals with partners, planning and technical implementation with in-house developments are described in detail. These are also communicated on all channels, well-known specialist publications and on our own website.

It is therefore worthwhile to pay special attention to the activities of the hydraulics specialist SAUER BIBUS from Neu-Ulm in Bavaria.

### **Further information:**

Julia Steck  
Marketing  
SAUER BIBUS GmbH  
Lise-Meitner-Ring 13  
D-89231 Neu-Ulm  
E-Mail: [jsteck@sauerbibus.de](mailto:jsteck@sauerbibus.de)  
Phone: +49 731 1896-156