

Berlin, 10. November 2022

Press release

STAUD revolutionizes the customer journey with intuitive MagicManuals®

The company history of STAUD Möbel can be traced back to the year 1653. At that time, shortly after the turmoil of the Thirty Years' War, Matthäus Staud opened a carpenter's workshop in Saulgau, which he expanded into a thriving business with perseverance and craftsmanship. As a result, STAUD is now probably the oldest producing furniture company in Germany.

"However, 369 years of living furniture history are only possible if a company keeps finding answers to the challenges of the respective epoch. The tasks of our time are sustainability and digitalization," says Stephan Paffendorf, Managing Director Sales & Business Development, Martin Staud GmbH Möbelwerk.

That's why STAUD is always open to new, digital solutions like the MagicManuals® from watchandbuild.com GmbH. This enables the traditional brand to upload product instructions and information materials such as videos, images or 3D animations to the customer self-enabling portal and make them available to its customers interactively and at any time.

At the M.O.W., the clever solution was presented to the retail partners for the first time. The reactions were very positive throughout. For the product presentation of STAUD products at the retailers the tool offers on the one hand a significantly simplified support for the assembly of the furniture in the showrooms, on the other hand the MagicManuals® hold innovative and descriptive POS material ready, which inspires the customers for the respective product. This is how interactive experience shopping works in stationary retail!

In addition, retailers benefit from the fact that end consumers will also be able to find "help for self-help" quickly and accurately in the future. STAUD has had its own assembly videos filmed in the MagicManuals® studio in Berlin, so that nothing stands in

the way of uncomplicated assembly of the "Includo", "Sinfonie Plus" and "Sonate" cabinet models. As a result, the explanatory content on the digital platform relieves the burden on cost-intensive channels such as telephone, e-mail and chat.

STAUD also uses MagicManuals® in digital sales channels to make a difference in competition with exclusive content. To strengthen the brand image, the MagicManuals® portal appears in the look of the corporate identity of the bedroom furniture specialist.

The next step in the collaboration is also already set: as part of further workflow integration, automated spare parts ordering is to take place via MagicManuals®. "STAUD has always stood for customer satisfaction and innovation. In both areas, we are taking another big step forward through our collaboration with MagicManuals®," says Stephan Paffendorf.

"With a partner like STAUD, the full potential of MagicManuals® becomes clear. STAUD is serious about digitalization and can therefore not only differentiate itself from the competition, but also reduce costs in the future. Because complaints, returns and incorrect part orders can not only be better managed with the self-service portal, but also significantly reduced in total," comments Arndt Rubart, founder of watchandbuild.com GmbH.

About MagicManuals® and the watchandbuild.com GmbH:

The founding team has many years of complementary experience and expertise: Arndt Rubart (55), CEO, in the design of powerful customer service solutions, Heinrich Erkens (54), CFO, in cost and process optimization. The founders met in 2001 at a start-up for Internet use in cars.

Since then, they have shaped start-ups, start-ups and growth companies in various capacities. For its innovative and intuitive solutions, watchandbuild.com GmbH has received both the "German Innovation Award" in gold and the "Red Dot Design Award". In addition, it is funded under the program "INVEST - Grant for Venture Capital" of the Federal Ministry of Economics and Climate Protection and has also received the "GründungsBONUS " of Investitionsbank Berlin.

Contact:

watchandbuild.com GmbH

Wolfener Straße 32-34

Haus K

12681 Berlin

Phone +49 30 39 770 770

E-Mail mail@magicmanuals.com