CUSTOMER VOICES

"

OUTTRA IS THE PARTNER OF CHOICE FOR ORTOVOX WHEN IT COMES TO LINKING ONLINE AND OFFLINE RETAIL IN ALL OUR MARKETS. SUPPORTING BRICK-AND-MORTAR RETAILERS IS ALWAYS A PRIORITY FOR US, WHICH IS WHY FEATURES SUCH AS "WHERE-TO-BUY LOCAL" ARE IDEAL. WHAT WE VALUE ABOUT THE COLLABORATION IS THAT WE CAN IMPLEMENT INNOVATIVE SOLUTIONS FOR THE FUTURE TOGETHER AS EQUALS. BECAUSE OUTTRA ALSO HAS A LOT OF EXPERTISE IN THE OUTDOOR INDUSTRY AND IS ALWAYS MOTIVATED AND SERVICE-ORIENTED, THE PARTNERSHIP IS A REAL BENEFIT."



Michael Sieber

Chief Customer Officer

OUTTRA

CUSTOMER VOICES

"BY USING OUTTRA TECHNOLOGIES, WE WERE ABLE TO INSTALL A LONG-DESIRED TOOL FOR FISCHER THAT ALSO SUPPORTS THE LONG-STANDING AND TRUSTING COOPERATION BETWEEN FISCHER AND SPORTS RETAILERS IN THE DIGITAL SECTOR. USERS OF THE FISCHER WEBSITE CAN QUICKLY SEE WHERE THEY CAN BUY THE ITEMS THEY WANT FROM LOCAL RETAILERS. THE COOPERATION WITH OUTTRA IS FAST, UNCOMPLICATED AND TRUSTING - IDEAS THAT ARE INTRODUCED BY BOTH SIDES ARE OFTEN IMPLEMENTED THE VERY NEXT DAY. THAT MAKES IT REALLY FUN!"



Stefan Rosenkranz

Digital Solution Consulting for Fischer

OUTTRA

CUSTOMER VOICES

DEVOLD®
NORWAY 1853

"

WITH THE IMPLEMENTATION OF OUTTRA ON OUR E-COM SITE, WE HAVE MANY ADVANTAGES. THE MOST IMPORTANT POINT FOR US IS CERTAINLY THAT THE END CONSUMER DECIDES WHERE TO BUY. BEFORE COMPLETING THE ONLINE ORDERING PROCESS, THEY FIND OUT WHERE THE PRODUCT THEY ARE LOOKING FOR IS PHYSICALLY AVAILABLE IN THEIR AREA OR WHAT ALTERNATIVE PRODUCT IS AVAILABLE LOCALLY. NOW THE END CONSUMER CAN DECIDE WHERE THEY WANT TO SHOP - IN-STORE VS. ONLINE. BASED ON THIS, IT IS ALSO IMPORTANT FOR US NOT TO ACT AS A DIRECT COMPETITOR TO OUR B2B BUSINESS WITH OUR E-COM. WE TRY TO COMBINE BOTH SIDES IN THE BEST POSSIBLE WAY AND MAKE THE PURCHASE DECISION AS EASY AS POSSIBLE FOR THE END CONSUMER."



Herbert Horelt

Managing Director, Sales Director Europe, Devold of Norway GmbH

OUTTRA

CUSTOMER VOICES

"

OUTTRA ENABLES SOPHISTICATED RETAILER INTEGRATION INTO YOUR OWN BRAND PLATFORM. IT INTELLIGENTLY LINKS THE END CONSUMER'S DIGITAL BRAND EXPERIENCE WITH THE STATIONARY EXPERIENCE. AT THE SAME TIME, THE ENTRY BARRIERS FOR SPECIALIST RETAILERS ARE VERY LOW. THANKS TO THE CLEAR FOCUS ON THE OUTDOOR, SPORTS AND CYCLING SECTORS AND THE ABILITY TO CUSTOMIZE RETAILER INTEGRATION TO THE INDIVIDUAL NEEDS OF THE BRAND, OUTTRA WAS THE PERFECT FIT FOR THE BRAND. OUTTRA WAS THE ONLY LOGICAL AND SENSIBLE SOLUTION FOR US."



Martin Esslinger

CEO ORTLIEB

OUTTRA

CUSTOMER VOICES

"

WE HAVE ALREADY HAD SEVERAL CUSTOMERS IN THE STORE WHO HAVE LOOKED AT THE ORTOVOX BRAND WEBSITE AND FOUND THAT THE PRODUCT THEY WANTED IS AVAILABLE FROM US.
THEY THEN CAME TO US SPECIFICALLY TO EITHER FIND THE PERFECT SIZE, TO FEEL THE FEEL OF THE MATERIAL OR SOMETIMES TO GET ADVICE FROM US AND SUPPORT US AS A LOCAL, STATIONARY RETAILER. FOR US, IT'S A GREAT SYSTEM THAT OFFERS MANY ADVANTAGES AND REQUIRES MINIMAL MAINTENANCE."



Marcel Rothermel

CEO Sport65

CUSTOMER VOICES

"

I AM THRILLED! SINCE WE STARTED USING THE OUTTRA SYSTEM, CUSTOMERS HAVE BEEN COMING INTO OUR STORE TIME AND TIME AGAIN AND TELLING US THAT THEY CAME SPECIFICALLY BECAUSE THEY WANTED TO. PURPOSEFULLY, BECAUSE THEY HAD PREVIOUSLY SEEN ONLINE THAT THE SELECTED AND DESIRED PRODUCT WAS AVAILABLE FROM US. THIS SERVICE HAS BEEN VERY WELL RECEIVED. FOR AN EVEN GREATER ONLINE PRESENCE, WE ALSO USE THE DIGITAL SHOP WINDOW, WHICH IS INTEGRATED INTO THE BRAND WEBSITES, ON OUR OWN HOMEPAGE."



Claudia Schettel

Sport & Mode Schettel

CUSTOMER VOICES



"

THE INTEGRATION INTO OUR WEBSITE WORKED VERY SIMPLY - COPY AND PASTE THE CODE - THAT'S IT. COMPARED TO A STORE WE MAINTAIN OURSELVES, OUTTRA'S DIGITAL SHOP WINDOW IS MUCH EASIER FOR US. WE NO LONGER NEED TO ADJUST ANY IMAGES OR SEARCH FOR TEXTS - EVERYTHING IS ALREADY IN THE SYSTEM. AVAILABILITY IS EASY TO MANAGE AND UPDATING IS DONE IN JUST A FEW MINUTES WITH AN INTEGRATED BRAND."

Mark Heim

Tuxer Sporthaus

OUTTRA