

New MOBA Product Platform Realizes Customer Service 4.0

MOBA Mobile Automation AG has relaunched its online product platform. Primarily intended as an online product information database, it is the first to offer the opportunity to intuitively experience the MOBA product world. Users can look forward to a completely newly developed portal. The increase in usability as well as the optimal display on all mobile devices, including the new iPhone 7, was the focus of the new development.

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The auto-suggest search suggests matching results while writing in real-time. The search for item numbers, product names or keywords thus quickly succeeds. The logical, clear structure by product categories intuitively guides the customer through the product range. Systematic filters also provide the advantage of quickly getting an overview and to precisely find products with the desired specification. It is also easy for the customer to mark favorites and manage and find them again when being registered as a member. In an innovative, informative online environment, every prospect thus finds exactly what he or she is looking for.

With currently more than 300 articles in the system, the platform clearly shows the broad product spectrum of MOBA Mobile Automation AG. Especially for system integrators, engineers and technicians, there are completely new possibilities to search the MOBA product world. The direct download of product data sheets heralds a new era of technical information procurement - product details and specifications are available on demand anywhere and at any time. Regular newsletters complete the all-time informed offer.

The system can also be used as an online shop, offering a select product range for orderings. As such, Vögele spare parts can be configured and ordered online. As a premium supplier in the asphalt paver market, MOBA is committed to supporting its customers with a long-term support solution. The platform meets this requirement. In addition to the function of ordering spare parts, the platform further serves as an information channel for our dealers and all prospects. In order to meet our own high quality standard and to meet the requirements of the complexity of our systems, orders are processed through our trained and certified dealer network. This reliable support ensures a versatile, smooth process - worldwide.

MOBA Mobile Automation AG does not only count on the development and manufacture of its products on the latest technologies. The relaunch of the product platform and the associated expansion of its premium service is the next step to a digital future. From sensors to controllers to HMIs, the new shop is a contact point for all MOBA product prospects. A continuous further development of the platform will provide new possibilities in the future. Additional measures for an even better dealer support will be implemented, such as the integration of a Price Finder within the next year, which enables an online configuration of complete automation solutions.

Visit now the new Product Platform: www.moba-platform.com

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