Elevating digital customer experiences:

How Riwal integrates digital solutions with Bynder to optimize the end customer experience

About Riwal:

RIWAL

Riwal, specialists in aerial work platforms, telehandlers and forklift trucks, have over 19,000 units and are active in Europe, The Middle East and Central Asia.

Active in:	16 countries
Employees:	2350

At a glance

Situation: Riwal's marketing department in HQ supports a global marketing team by creating a consistent corporate identity, initiating branding activities, and rolling out digital content for campaigns.

Challenge: As they transition their business model to support customer-centric apps and an eCommerce-type website, streamlining international roll outs of marketing content and product technical information was required.

Solution: Bynder is now the central source for marketing and branding assets, enabling global marketers to organize and access documents, images, manuals, and diagrams at any time.

Results: As a result of successful adoption across the company, Riwal plans to further integrate Bynder with all customer-facing digital solutions to create a unified brand image for end customers.

12,340
assets stored

202,237
assets downloads

7,695
keywords searches

10,600
assets views

bynder

Customer experience is our top priority, especially around customer service and providing our stakeholders with smart solutions.

Karel Boers
Marketing Specialist

About Riwal

Riwal is active in 16 countries across Europe and the Middle East and provides solutions for working safely and efficiently at heights, such as fully electric machines and equipment that can be easily tracked in harsh environments. Besides pushing the limits of innovation and sustainability in machinery for construction, the following core value underpins everything they do: providing customers and employees with the safest working conditions possible by ensuring all important information is provided.

As the company continued to expand, it became more difficult to keep up with information requirements from employees and customers alike. The marketing team realized that a central place for information was needed to ensure a consistent brand identity among the group.

Situation

The marketing team at Riwal's headquarters acts as a supporting function for all global marketing operations, with the main goal of aligning all markets on a corporate identity level. The small team supports the global website, delivers online marketing campaigns and executes initiatives that strengthen the brand as a trusted partner.

To live up to their core value of providing a safe environment for all, they are constantly looking for ways to improve end user experience. Key initiatives include transitioning from a branding website towards a more e-commerce-like experience, as well as developing self-service applications with product information and instructions.

Ultimately, they needed a solution that could help centralize and streamline information in order to provide a better customer experience across various initiatives and end-user focused platforms.

Challenge

Optimizing customer experiences requires an overarching strategy that looks at all direct digital engagement points, as well as indirect touchpoints that affect the customer. At Riwal, this means taking a look at: 1) digital marketing, 2) brand initiatives and training, 3) web and customer applications.

With an increasingly global footprint, localization of **digital marketing** content for Google Adwords, display marketing and social channels requires access to content and brand guidelines. This ensures that dispersed teams can execute autonomously.

For **branding campaigns**, Riwal focuses mainly on safety and creating educational content and training materials for their customers. With every new product or when entering new markets, this brings the added complexity of localization and adapting content for new audiences.

Finally, the third challenge was finding a way to ensure that the **website and customer applications** are intuitive and provide the most up-to-date product information and images at any given moment.

Solution

Riwal's customer-centric approach demanded an integrated DAM solution that could deliver on-brand campaign and product information efficiently across all touchpoints.

Globally accessible assets

"Bynder is our central asset bank for all communication, documentation, images and digital tools."

Quick support for customers

"It's a way for us to share documentation on machines and inspection reports, which need to be centralized [...] The feedback we get is that everything is easy to find."

Consistent campaigns and messaging

"Bynder helps us maintain a more consistent brand and ensure that published content conforms to our brand identity."
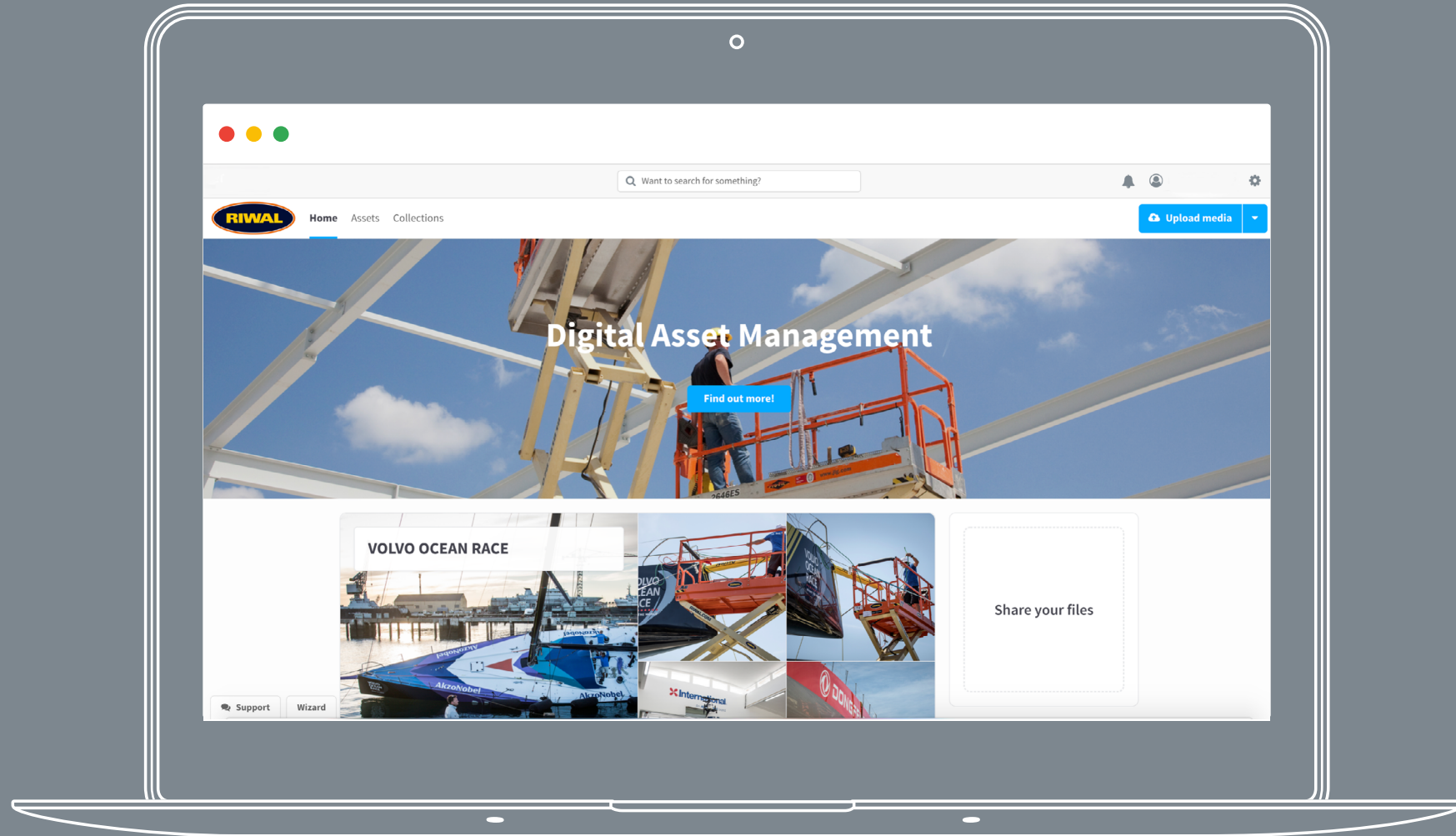
API-centric approach for content

"It's easy to connect Bynder to other platforms via the API [...] Bynder is the source of information that pushes out information to our customer app and the website. We upload it in one place and it's automatically updated to multiple locations."

Easy sharing with third parties

"To create brand awareness, we work with sports teams and event organizers and when we work with our partners, we share the company logo and brand elements that are stored in Bynder with them."
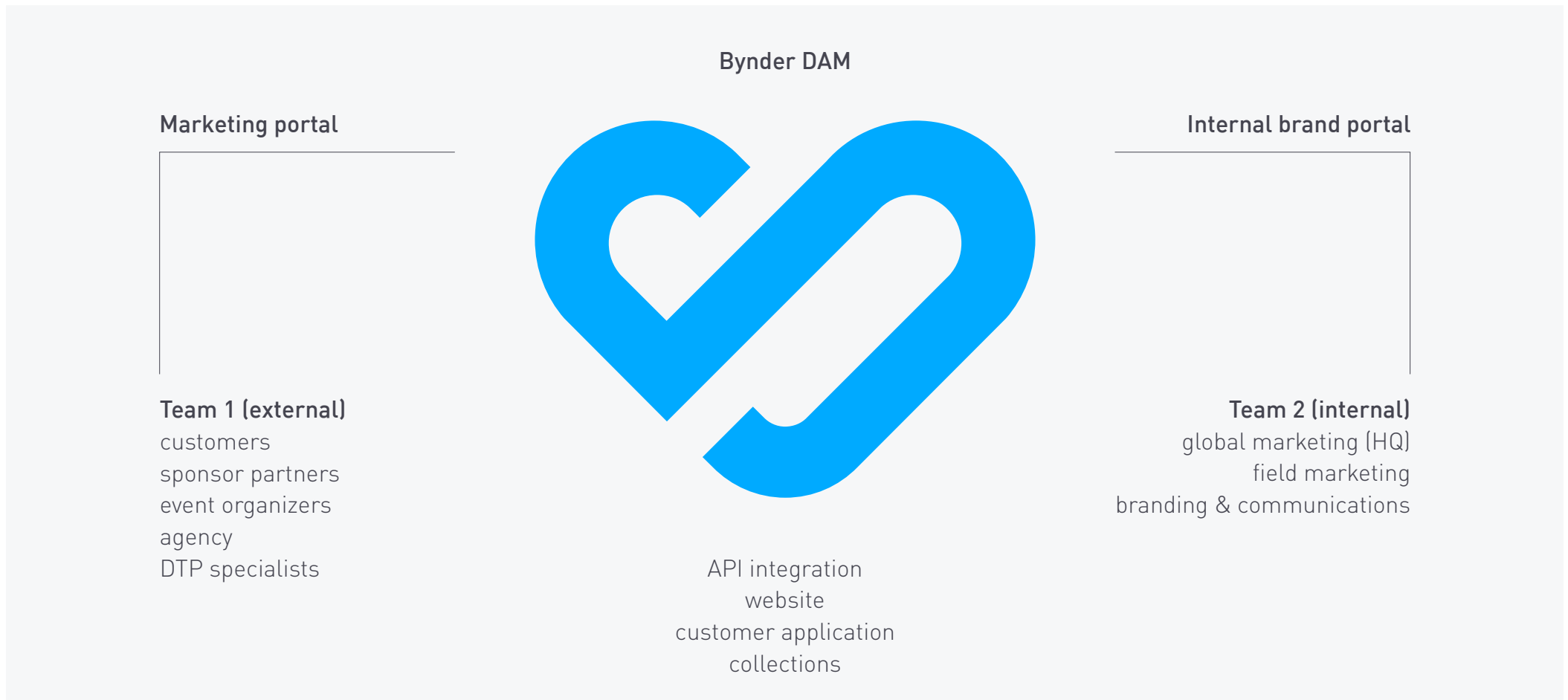
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Assets types tagged and organized in Bynder

Training videos, product imagery, product sheets, industry photography

Teams using Bynder

Bynder DAM

Marketing portal

Internal brand portal

Team 1 (external)
customers
sponsor partners
event organizers
agency
DTP specialists

Team 2 (internal)
global marketing (HQ)
field marketing
branding & communications

API integration
website
customer application
collections

Bynder x Riwal

Key benefits

Riwal, together with Bynder, has created a robust global marketing operation, while maintaining brand consistency that builds customer trust. Besides mitigating risks to their brand image that revolves around trust and safety, they are able to execute on localized marketing and brand campaigns, all while optimizing delivery of assets across digital touchpoints.

Enabling global marketing autonomy
Access to content enables dispersed teams to leverage existing content and drive local interest in-market.

Creating a trusted brand image
Empowering employees to use brand consistent assets strengthens their brand image for customers.

Optimizing digital experiences
By powering digital channels directly with content from Bynder, they are able to deliver the right information, always, and in real-time.
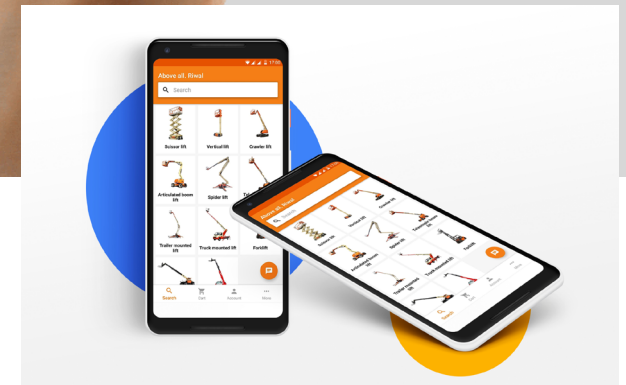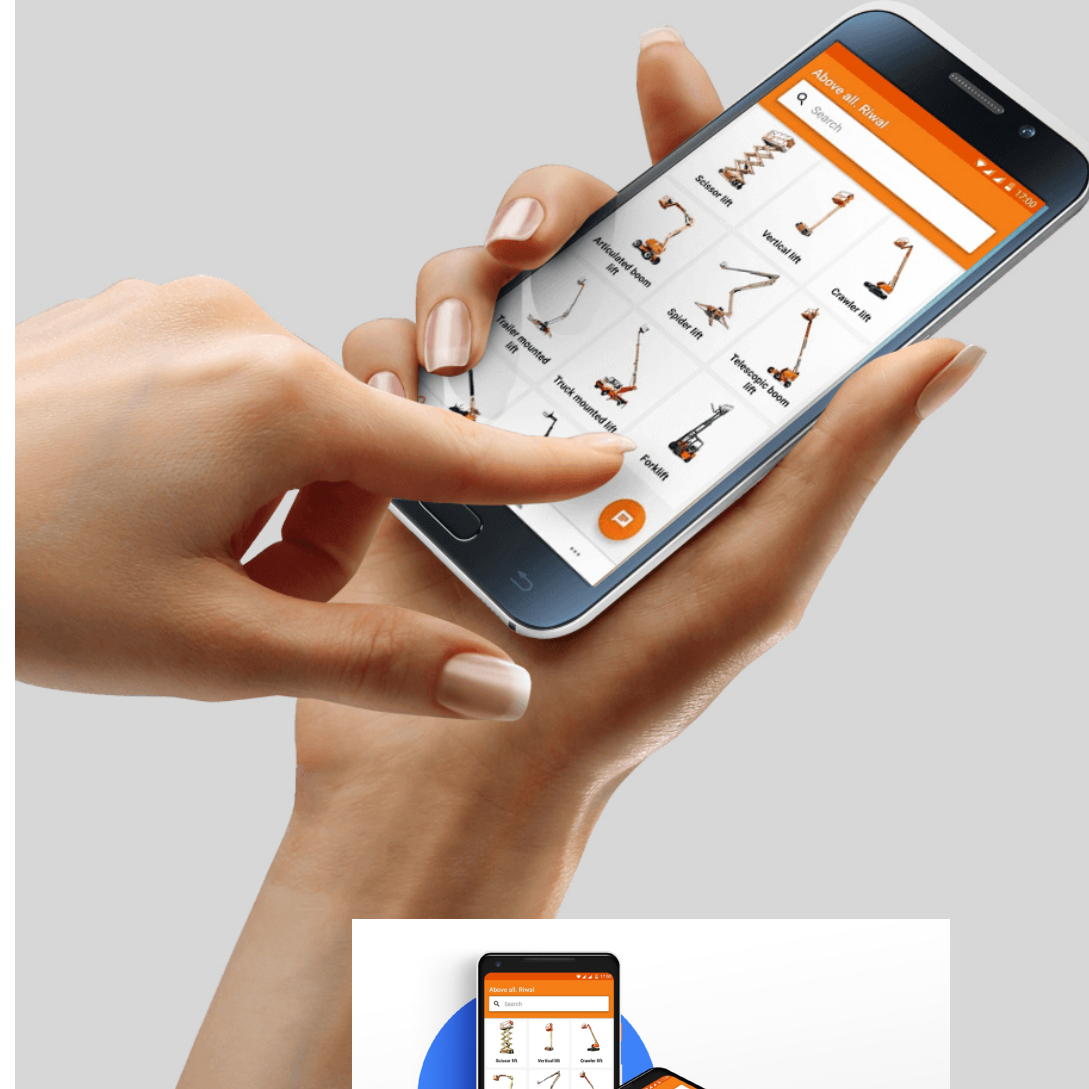
bynder

Integrating DAM as a foundational solution for all digital experiences

"Whenever a customer has a question, we want to have an answer and any corresponding information as quickly as possible."

Riwal's journey towards optimizing the customer experience is one that is supported by Bynder, however the story doesn't end here. Ideas around centralizing all product images, documentation and inspection reports will eventually live in Bynder with the goal of having them be uploaded in one place and automated across multiple different channels to improve sales and helpdesk experiences.

As Karel says, *"This is so practical for the end user, the end users might not even be aware that it comes from Bynder"* - speaking to the foundational interoperability that Bynder offers.

"Bynder has a greater value than just finding assets. It's a central place where we can connect to many other platforms.

Karel Boers
Marketing Specialist