

DIGITAL TOOLS THAT INCREASE YOUR EFFICIENCY

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Industrial distributors face growing pressure to deliver faster answers, better technical support and a more seamless customer experience. At the same time, many are managing workforce changes and consistently onboarding new employees, increasing technical complexity, as well as helping customers navigate product information. Digital platforms, self-service tools, and on-demand training can help distributors meet those expectations more efficiently.

Digitizing key tasks can help improve accuracy, speed up access to information, and give distributors the resources they need to better support end users. At ContiTech, the focus is on using digital solutions to make the customer experience more connected, organized, and efficient.

ContiTech uses a Customer Hub, a centralized multi-language self-service portal that serves as a digital front door for distributors and customers. Through the hub, users can access tools, training videos, marketing materials, and product resources from desktop or mobile devices. The platform is designed to provide 24/7 access to the

information customers need, when and where they need it.

The hub also connects users to a suite of digital tools tailored to specific products or applications, including Conti+ 2.0 for conveyor belts, C-IQ and CrimpCloud for hoses, and Maximizer Pro for power transmission belts. These technologies are designed to help users complete product-specific tasks more efficiently. By simplifying complex technical processes, these tools can help distributors improve customer support, accelerate product selection and increase confidence in purchasing decisions.

On-demand training is another important part of the digital experience. Video-based training with quizzes and interactive components can help distributors onboard employees, build product knowledge, and support more consistent customer service.

Digital tools do not replace relationships or service. They strengthen them by helping distributors access information faster and support customers more confidently.



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