

Case Study: MEDION AG



A European company with an increasingly global reach

Founded in Essen in 1983, and now a subsidiary of the mammoth Chinese-owned Lenovo corporation, Germany's MEDION AG is a significant player in consumer electronics manufacturing. With products ranging from computers, notebooks and smartphones to tablets, cameras, TVs and toasters, the brand has established an enviable reputation for providing high quality products at affordable prices.

“We want to grow and we are also working on a new brand strategy to achieve more awareness,” says Sebastian Rahmel, MEDION’s Head of Online, who has more than 25 years of experience in the industry. “It is vital to have a good product discovery and search platform in order to reach our general goal to increase sales and to grow. Also, it is important for the customer experience.”

For MEDION, it is simply unthinkable to offer the customer anything other than the best service. “We are a manufacturer with a large product portfolio,” says Sebastian, “therefore we need to make sure a customer finds the product he is looking for. FactFinder gives us the tools to easily administrate search and categorisation. It helped us to largely reduce the work for our software developers, especially concerning



maintenance and so on. We also feel it is the leading system in Europe. It is important to plan a project like this efficiently, but we really received a lot of very quick and valuable support.”

As an internet veteran, Sebastian is enthusiastic about the utilisation of AI and personalisation in MEDION’s platform, and is eager to take the innovation to the next level. “AI is everywhere right now, and we would like to see more,” he says. “We have implemented the new personalisation AI, but we would really love to take it further, especially in the area of automated advice for customers, but also tips for administration and optimisation. We are seeing the necessity to empower our website with AI even more.”