

Press release

Full webshop experience for DACH region

Kistler extends webshop availability to Austria and Switzerland and presents new functionalities

Winterthur, May 2023

Quickly finding products including all details, viewing prices and availabilities and placing orders: the concept behind myKistler, the portal and webshop of Kistler is gaining traction. Since May 3rd, the full range of services has also been available to customers in Switzerland and Austria. With a chat room for experts, Kistler currently tests a new feature for maximum convenience. The live chat is available during business hours via the product pages of the website. Customers can use it both to receive additional product information and to get in touch with a Kistler expert with a technical background.

Since May 3rd, Swiss and Austrian customers have been able to compare and directly order sensors, software and accessories via the Kistler webshop. Kistler has thus expanded the range of the webshop first launched for German customers in November 2022. Since going live, more than 730 customers have already signed up for the service. The most used feature is the option to individually assemble products in the shopping cart and then request them. Meanwhile, the product catalog continues to grow steadily. As of the beginning of May, over 2,000 products are available on the portal, around 1,000 including an immediately visible pricetag.

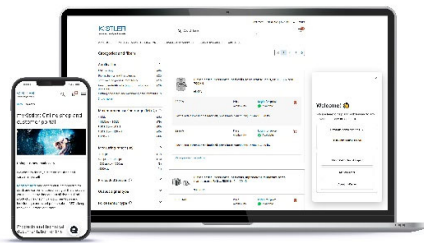
Live chat for quick feedback

The webshop has recently started a pilot phase for a live chat with experts from Kistler to make it easier to find the right product. The chat can be opened during business hours via an icon on the right-hand side of product pages. Here, experienced engineers are on hand to answer product-specific questions. One of them is Reinhard Bosshard, who has been working for Kistler since 2001. "Since we have very specific products and customer requirements, we need to provide in-depth expertise which couldn't be replaced by a chatbot. The feedback from customers is very positive and we are able to actively provide either technical or administrative support," he explains.

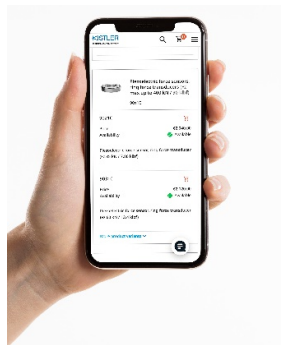
Further functions and regions in planning

Kistler's online offering will continue to grow in the future. As next project, the e-commerce team intends to simplify the portal's entry page and make it even easier for customers to find the products and services that are right for them. There are also plans to expand the offering to other European countries in the course of the year.

Image material (please name the Kistler Group as picture source)



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About the Kistler Group

Kistler is the global market leader for dynamic pressure, force, torque and acceleration measurement technology. Cutting-edge technologies provide the basis for Kistler's modular solutions. Customers in industry and scientific research benefit from Kistler's experience as a development partner, enabling them to optimize their products and processes so as to secure sustainable competitive edge. Unique sensor technology from this owner-managed Swiss corporation helps to shape future innovations not only in automotive development and industrial automation but also in many newly emerging sectors. Drawing on our extensive application expertise, and always with an absolute commitment to quality, Kistler plays a key part in the ongoing development of the latest megatrends. The focus is on issues such as electrified drive technology, autonomous driving, emission reduction and Industry 4.0. Some 2,000 employees at more than 60 facilities across the globe are dedicated to the development of new solutions, and they offer application-specific services at the local level. Ever since it was founded in 1959, the Kistler Group has grown hand-in-hand with its customers and in 2022, it posted sales of CHF 434 million. About 8% of this figure is reinvested in research and technology – with the aim of delivering better results for every customer.