



WÜRTH BUSINESS SERVICES

JOURNAL

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FOREWORD

Dear Colleagues,

As we approach the end of the year, we want to take a moment to highlight the vital role WBS plays as the backbone of your operations. We see ourselves as more than just a support service—we're your teammates, working behind the scenes to ensure you have the foundation needed to focus on your priorities.

Among the many tasks we can support, here are some highlights we showcase in this edition of the newsletter:

Logistics: Reviewing incorrect shipments to help maintain smooth transportation processes and managing the express list with reference numbers in the ERP for effective logistics.

Sales Operations: Providing assistance with label creation and updating bin details to keep operations organized and efficient.

Business Support: Delivering Translation and SEO services to enhance communication and visibility in today's global market.

We're also proud to offer multilingual support, enabling us to provide tailored and efficient assistance wherever it's needed, making us an even stronger partner to your team.

As we close this year, we want to thank you for your continued collaboration and trust. Wishing you a joyful holiday season and a successful start to the new year. Together, we look forward to achieving even more in the future.

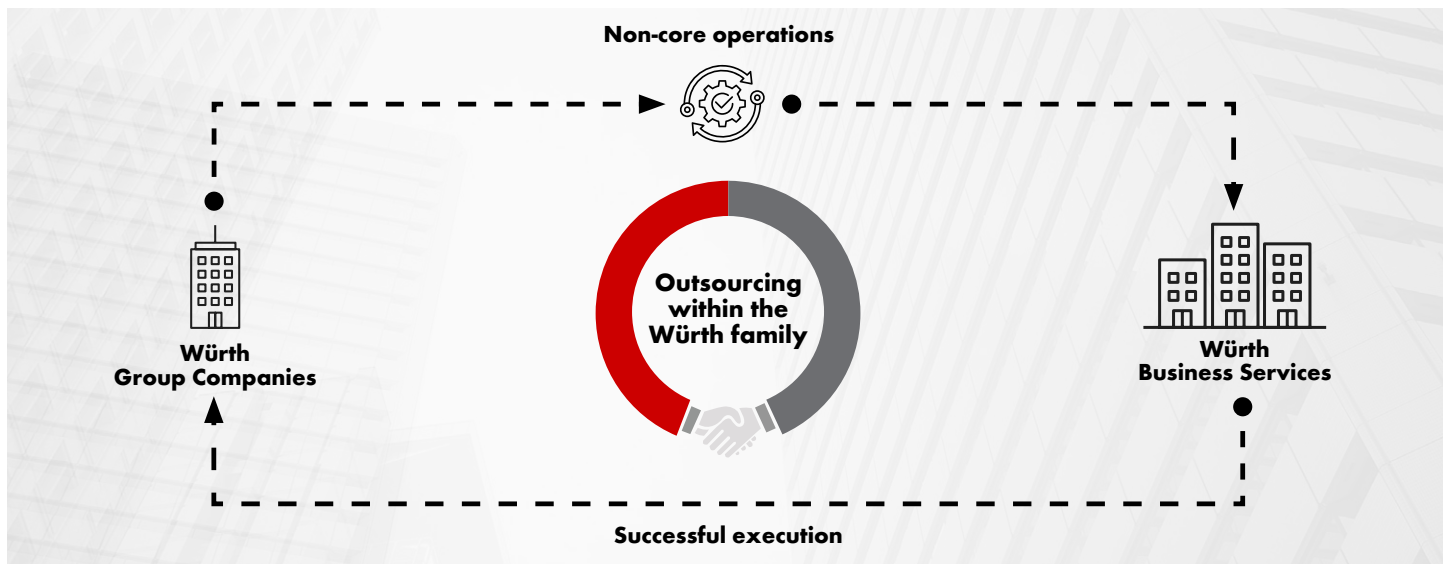
Warm Regards,
Your WBS Team

ABOUT WÜRTH BUSINESS SERVICES

WBS IS THE DOOR TO OPEN

Würth Business Services (WBS) is a shared service provider within the Würth Group. We execute non-core tasks for different departments such as Finance, Logistics, Product Article Master, Sales Operations, Purchasing and others. Operating from India, WBS allows you to focus on your core business operations and save time & costs.

CONCEPT OF OUTSOURCING



OUR VALUES



Mutual Trust

Open communication and transparency.



Accountability

Ownership of our support and execution.



Reliability

Streamlined and consistent support to rely on.



Quality

Strict adherence to high-quality standards.

CONNECT WITH US

Get our comprehensive support now and optimize your business operations. Kindly get in touch with us:

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LOGISTICS



REVIEW INCORRECT SHIPMENTS

Knowing the list of undelivered shipments and reviewing them to determine the reasons are essential for seamless transportation. While focused on core logistical operations, you can avail the updated status about incorrect or undelivered shipments. The Logistics Team at Würth Business Services creates a report for undelivered shipments by extracting the outgoing shipment details from the Kanban Management System (KMS). If the status of the shipment is OUT in the KMS, we consider that the shipment has been

delivered. If the status is other than OUT, we extract those details, create a report and send it to you. We carry out this process on a daily basis or at the frequency set by you. With the updated report in your hands, you can save time in reviewing and respond to inquiries from forwarding agents. Furthermore, you can take necessary measures such as taking follow-ups with freight forwarders and comply with transit times.

EXPRESS LIST

Storing tracking reference numbers directly in the Enterprise Resource Planning (ERP) system enables seamless tracking and monitoring of express shipments, ensuring efficient logistics management and improved visibility throughout the delivery process. The entire data can be accessed easily when it is stored under a single platform. The Logistics Team at Würth Business Services supports in entering the tracking reference

numbers for express shipments in the ERP system. Once we receive an email containing the express shipment tracking details from you, we update the tracking numbers for express shipment order numbers in the ERP system. While you are focused on core logistical operations, we save time in entering the data in the ERP system accurately and facilitate tracking express shipments.

BENEFITS OF PARTNERING WITH WBS

-  Avail the updated status about shipments easily
-  Reviewed reports of undelivered shipment in hand
-  Save time in entering the data in the ERP system
-  Flexible process execution as per individual setup



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Leverage our expertise and experience in different logistical operations and improve the speed of operations. Kindly get in touch with our representative.



SALES OPERATIONS

LABEL CREATION

Labels displayed on shipment boxes provides shipment information and ensures that the shipment is shipped, sorted, tracked and delivered correctly. While you are focused on core sales activities, the Sales Operations Team at Würth Business Services assists in creating those labels. In this process, we utilize your dedicated web portal. Once we receive the files containing order details through email from you, we enter all those details in the web portal's link sent by you. We

consider all the important details such as delivery note number, date, order number, customer material number, quantity and others mentioned in those files. Once all the information has been entered, we create the labels in the portal, download them and send them to you via email. This way, our assistance not only saves time in entering data into the portal and creating labels but also ensures that the information can be accessed whenever required.

UPDATE BIN DETAILS

Creating or replacing bins in the Kanban Management System (KMS) helps in optimizing space utilization and inventory management. Whenever you raise a request to create new bins or replace the existing ones, the Sales Operations Team at Würth Business Services updates the KMS as per the request. We

note the customer material number and update the KMS as per the bin details received from you. While you are focused on core Sales Operations, we save time in keeping the data updated in the KMS. Our skilled workforce ensures accuracy while catering to your requests.

BENEFITS OF PARTNERING WITH WBS

- ✓ Avail all the information under a single platform
- ✓ Save time in creating labels and new bins in KMS
- ✓ Accuracy maintained in entering and updating data
- ✓ Flexible process execution as per individual setup



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Leverage our experience and support in different processes related to Sales Operations and help your Sales Teams take data-driven decisions. Kindly get in touch with our representative.

BUSINESS SUPPORT



TRANSLATION

Reaching the target audience in its native language can increase engagement and open up new business opportunities. For this, accurately-translated content that contains culturally-appropriate phrases, words and expressions can be of great help. The Business Support Team at Würth Business Services offers translation services for different types of documents, such as press releases, blogs, brochures, website content and more. Once we receive the documents for translation, we make sure to understand your requirements and translate them based on the document type, requirements and target audience. We

also review the translated documents to ensure quality, consistency in terminology and proper formatting. We are equipped with a team of certified, skilled and competent translators and linguists who ensure quality and fluency in translation. Providing Translation support for more than 10 languages including German, French, Italian, Spanish, Vietnamese and others, we help increase engagement, diversity and inclusiveness. Our support also expands your brand outreach with content in your native language that can significantly improve customer experience on websites and apps.

SEO

Ranking higher in search engine results helps gain organic traffic and subsequently increase sales conversion. The Business Support Team at Würth Business Services helps optimize your website ranking through different Search Engine Optimization (SEO) strategies. At first, we carry out comprehensive keyword research and analyze your current website performance. Then, we implement on-page and off-page optimization techniques to optimize search engine visibility. Furthermore, we carry out technical

SEO to enhance website speed and overall user experience. The monthly tracking of website performance and analytics reports help determine the bottlenecks and take necessary actions, such as content optimization and website restructuring. With our assistance, your business can expand its outreach, enhance its online reputation with quality backlinks and improve the likelihood of conversions and sales with targeted traffic.

BENEFITS OF PARTNERING WITH WBS

- ✔ Expand brand outreach with content in local language
- ✔ Increase engagement and diversity with localized content
- ✔ Achieve higher search engine rankings and gain organic traffic
- ✔ Improve the likelihood of conversions and sales with targeted traffic



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Leverage our experience and expertise in different processes related to Business Support Department and take data-driven strategic decisions. Kindly get in touch with our representative.

EXTRA MILE: CONSIDERABLE COST SAVINGS BY OUR WBS PURCHASING TEAM



Going the extra mile has different ways. Sometimes, it is about executing the tasks in the fastest Turnaround Time (TAT), while sometimes it is about executing a huge workload with the highest service degree. This time, it is about going the extra mile to save costs for customers' businesses and increase profitability. The Purchasing Team at Würth Business Services saved costs for customers in different ways, involving selling off the old stock and implementing clever negotiation strategies during procurement.

When it came to selling off the old stock, the team identified the root cause of surplus stock and inefficiencies in the past ordering patterns. This gave insights on how to refine future procurement strategies and prevent accumulation of unnecessary stocks. The

team availed the visibility into the current inventory and determined the stock requirements based on customer demands.

To proceed further with selling off the old stock, the team approached intermediate suppliers. Owing to the high demand in their markets, we were able to sell the old stock. So, the strategy led to a win-win situation, as suppliers availed the materials at cost-effective prices and customers were able to sell off the old inventory.

The Purchasing Team saved more than €40,000 for different customers between July-October 2024.

Another way to save costs for upcoming procurement was to implement clever negotiation strategies. The team studied the annual requirements, referred to the purchasing history and planned the procurement of materials from suppliers in such a way to save costs for customers. Furthermore, securing materials in bulk quantities at a lower price was another important strategy. The team negotiated dual-quantity offers, achieving significant savings in both time and costs. Moreover, the team signed contracts with different suppliers for high-demand articles to ensure a steady supply and acquire those articles at a lower price. While implementing these strategies, we ensured customer expectations were fulfilled.

The team's dedication, efforts to add value to customers' businesses and unwavering commitment did not go unnoticed by Würth Business Services. The team members received recognition and awards. We remain committed to going the extra mile and saving costs for customers through different strategies.

#WEMAKEITEASY



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Leverage our expertise and experience in executing different Purchasing-related processes and focus on core operations. Kindly get in touch with our representative.

INDUSTRY INSIGHTS

HOW GLOBAL CAPABILITY CENTERS PROVIDE MULTILINGUAL SUPPORT

Global Capability Center (GCC) is a company or firm established by a larger or parent organization to support itself in executing various tasks. As organizations establish their GCCs in different countries, the Würth Group has Würth Business Services (WBS), its own GCC in India. As each GCC plays a different role for its parent organization, WBS plays a crucial role by supporting companies within the Würth Group with their non-core operations. While supporting various non-core processes, WBS possesses a skilled and trained workforce capable of providing support in different languages, such as English, German, French, Spanish and others.

Let us give you an example. The Sales Operations Team contains resources who execute order management processes in the French language. With resources possessing certification levels B1 and above, the team executed a significant number of orders, earning a well-deserving appreciation from the customer. Moreover, the Purchasing Team has resources who handle many processes in the German language. These processes include Material Requirement Planning (MRP), Sourcing, Expediting, and other key activities essential for efficient supply chain and operational management. The same approach is followed for process execution in Spanish, Italian and other languages.

WBS ensures seamless process execution in different languages by employing language-certified professionals and providing them with proper training.

Along with executing non-core operations in different languages from India, GCCs assist in providing localized content. As businesses expand into diverse regions, the need for communication in local languages grows to connect with target audience. We address this need by employing skilled, certified and competent translators who can translate the documents and communication materials across multiple languages. This translated content is linguistically accurate, and helps connect with the local audience to open up new opportunities. Along with translating content, we support in communicating and coordinating with suppliers and customers in their respective languages.

Our track record of efficient process execution in different languages sets us apart and demonstrates our ability to add value to customers' businesses from various countries. Our flexible approach to execute processes as per individual requirements and willingness to go the extra mile make us an ideal GCC for the Würth Group. To know more about us and our extensive support portfolio, kindly visit our website or get in touch with our representatives.

#WEMAKEITEASY

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CUSTOMER FEEDBACK

Dear WBS Colleagues,

I wanted to take a moment to express my heartfelt gratitude to each and every one of you for your outstanding efforts in helping me achieve my sales target for October 2024. Your dedication, hard work, and collaboration were truly exceptional and played a vital role in this success together. Starting from New customer addition Marketing activities, De-codification, sourcing, pricing, accounts, dispatches, IT support and more importantly tracking of every day sales data, everyone has contributed towards the goal.

Your unwavering support, positive attitude, and commitment to excellence have not gone unnoticed. It is because of each team member's contributions that we were able to meet the target for October 2024.

I am incredibly proud and grateful to have such an amazing support team. Thank you for your tireless efforts, ingenuity, and continued focus on providing excellent service. I look forward to celebrating many more achievements together in the future.

Thank You!



Rohit Ranjan Rout

Key Account Manager (North, East& Central Region)
Würth Industrial Services India Pvt. Ltd.



Dear WBS Colleagues,

With reference to the two topics (Generating report: System Logistics and Transporter's Workflow), we can let you know that the implementation is taking place with complete satisfaction.

There are no difficulties that need to be discussed.

In our opinion, the proactive coordination initiated by your colleagues deserves special mention. For example, a monthly request is made as to when the workflows are to be created.

There is also a constant exchange about possible holidays and absences.

We therefore continue to look forward to working together and we are pleased to have such strong support from India.

Many thanks for the work you have done!



Fabian Amann

Team leader Systemlogistik
Würth Industrie Service GmbH & Co. KG



MEME CORNER

WÜRTH | BUSINESS SERVICES

**WHEN YOU ASK WÜRTH BUSINESS SERVICES TO SUPPORT YOU WITH NON-CORE TASKS
YOU FINALLY GET THE RESULTS YOU DESERVE**



WÜRTH | BUSINESS SERVICES

**WÜRTH BUSINESS SERVICES DETERMINING WHICH
SUPPORT ELEMENTS & DELEGATION CHEMICALS
ARE REQUIRED IN YOUR RECIPE OF SUCCESS**



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