



At the beginning of May, Novozymes launched a completely renovated version of the online enzyme ordering website – the Customer Center. Entirely new functionalities along with better information retrieval and ordering capabilities are among the improvements customers welcome.

THE NEW CUSTOMER CENTER IS ONLINE

Ordering Novozymes' enzyme products has become much easier. The new Customer Center lets you search for your product by name, which is much quicker than scanning a long list of items. You can also see previously ordered products and place them in your shopping cart with one click or, if you always order the same products, you can place them all in your cart at once – again with one click. It does not get much easier to order online.

Besides a streamlined ordering process, new functionalities have been added that meet customers' wishes:

- Find product documentation quickly
- Make changes to "Open" orders
- Print invoices

Using customers' suggestions

Quite a few customers were recruited to test the website and give constructive feedback. And many of the suggestions received were incorporated in the design.

"We wanted to make the Customer Center a website that truly meets its users' needs, so we used as many of our customers' requests and suggestions as possible," says Thomas Lund, CRM Manager at Novozymes. "We asked a number of our long-term customers, who've used the Customer Center over the years, to evaluate the

new website early in the design process. We made quite a few changes to our existing plans, based on the responses we received."

A great web shop experience

Early comments from users seem to show that they are satisfied with the changes made. A few customer comments tell a lot:

- "It's easy to find the information I need"
- "I like that I can sort products alphabetically. It helps me find my products quicker"
- "I like how the website looks. It's original and represents Novozymes well"

"All in all it seems that users are finding that the new Customer Center gives them a great web shop experience. That's really what we'd hoped for," says Thomas Lund. ■

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