

Resting is not an option

As part of its global strategy to continuously enlarge its product range, Fastbolt Group is now preparing to receive over 1,500 new stock items to its German central warehouse. As well as this, the company has also launched its own video conferencing platform – FBconference – in light of recent events.

The newly added stock items are either under production with suppliers or already in containers on the way to Europe. Ekkehard Beermann, managing director at Fastbolt Group, explains: “Our 100% distributor customer base all over Europe appreciates our product quality, logistical excellence and technological efficiency. Adding product to our range is a constant customer wish and only a logical consequence to us. The new items will round up many areas of our existing range and help customers to buy more product from Fastbolt.”

Besides the next set of stock range extensions, Fastbolt has further developed its eCommerce platform FBonline. By launching its new platform ‘FBconference’, Fastbolt now offers what it says is the industry’s first fully eCommerce integrated video conferencing solution to its customers, where they can now hold scheduled or ad-hoc video conferences with their corresponding Fastbolt sales contact.

“Not being able to visit customers these days as much as we did in the past has been a concern for us. Obviously we have hosted many video conferences already with both customers and suppliers through third-party providers, but every company prefers a different platform. Therefore, our developers built our very own solution into FBonline so that our customers do not need any extra downloads, accounts or software,” explains Ekkehard.

FBconference includes screen sharing, multi-participants and file management functionality so that the working and discussion environment reaches maximum efficiency. “Adding supply related colleagues from China or logistics and quality experts from Europe to a meeting with a customer certainly creates new opportunities,” concludes Ekkehard. +

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FBconference