



myBühler
Customer Story:
Amrein Aktiv-Futter

myBühler takes customer relations to a new level.

Amrein Aktiv-Futter was one of the first customers on myBühler in 2016. The traditional, Swiss producer of animal feed products greatly benefits from the customization, digitalization, and speed that the online platform offers.

“In the last 10 years, our company has always been growing,” explains Andi Estermann, Head of Maintenance at Amrein Aktiv-Futter. The main challenges that Estermann faces are the maintenance jobs that need to be done on time as well as the repairs of the machines – while balancing production and the high demands for uptime of the plant.

So many times these jobs need to get executed on weekends when there is a window for maintenance or repairs. Therefore, being well prepared and having all necessary parts and documents available for the job are essential for Estermann.

myBühler makes the difference

Amrein Aktiv-Futter was one of the early customers on myBühler when they started using it in 2016 and experienced the development of the platform since then. “The 360 degree pictures help us a lot with the identification of parts and make it easier for us to find the right parts. I like them and how pictures are improving on a daily basis. It is a huge relief,” explains Andi Estermann.

He continues: “This is one of the most important improvements in myBühler and it definitely helped a lot in making orders faster than before. Moreover with the myBühler shopping templates it has never been easier to make a list of parts which can be re-used frequently. It used to take much longer to order but with these features we were able to improve time and efficiency in our ordering process.”

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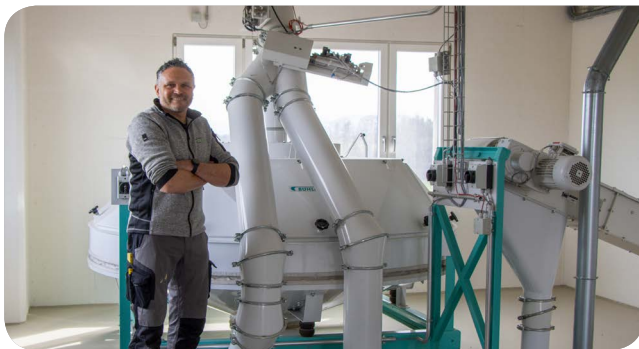
– **Andi Estermann**
Head of Maintenance at Amrein Aktiv-Futter



A digital plant overview

Nowadays, online shops are used on a daily base to order anything. People are used to online offers and want a convenient shopping experience that saves time and is available 24/7. This trend is also visible in our industries and with myBühler, Bühler created a solution for its customers that combines all of these benefits.

It gives them an overview of their plant with documentation and information. And they can just select a part, add it to the shopping cart and order it online. "Whenever I need to order something I go quickly to myBühler, I like it and I am happy with it," Estermann confirms.



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Helping our customers succeed

"Before myBühler, everything was based on calls and emails, now I rarely need to call Bühler. The social contact is more in the background, but that doesn't mean it's not there anymore or lost – it's just reduced to the more difficult cases. And it's actually nice to have both options available," highlights Andi Estermann.

Times are changing and jobs are getting more demanding – with myBühler we do our very best to make the life of our customers as easy as possible.

Amrein Aktiv-Futter as one of the first myBühler customers has no doubts about the benefits of our myBühler customer portal and believed in it since the beginning.

This gives the myBühler team the motivation to constantly improve the customer portal with new features based on the requirements of our customers to make it even easier to do business with Bühler.

About myBühler

The myBühler customer portal is a key part in our digital strategy and offers every customer a unique and personalized online experience. With 120+ countries, 6,000+ customers online and 8 languages, myBühler presents an overview of our Bühler equipment, including documents such as user manuals and spare catalogs. This makes it easy to find the parts they are looking for.

The world of myBühler is waiting for you!

Visit us at mybuhler.com

Send an email to register@mybuhler.com

 **Video**

Find out more about myBühler here:

