

## PRESS RELEASE

### **From a website to a customer experience platform**

#### **New, intuitive Tridonic website with integrated eShop**

Dornbirn, 27 March 2023. **Tridonic is celebrating the relaunch of its international website – with improved usability, intuitive navigation and a product finder with a high degree of customisation. It's the quick and easy way to find the right lighting component or controller.**

“Where can it possibly be?” That’s not a question that visitors to the new Tridonic website will be asking themselves. The product catalogue, the eShop and editorial content are now integrated on a clear customer experience platform. No matter whether users come to the website via a search engine or go to it directly while browsing, a streamlined uniform navigation system will take them quickly to the product or information they need for their lighting application. The clear navigation system will guide them intuitively from the application to the system and then to the appropriate component. Product family and product detail pages will then direct them to the ordering page. Intelligent, context-sensitive crosslinks simplify navigation.

#### **Ordering products is as easy as online shopping**

The online shopping experience familiar to users in their day-to-day lives is seamlessly incorporated in Tridonic’s completely updated B2B eShop. Regardless of how users prefer to search, they can quickly find the right Tridonic product thanks to the intelligent filter functions in the product finder. The autosuggest function speeds up the search for the appropriate solution. And the old reliable method of searching by article number is still available.

The customer journey on the website is both logical and intuitive. The most common challenges within an application scenario are used as the basis for presenting appropriate system solutions and ultimately the most suitable product families. Clear comparisons between systems, understandable infographics and

supplementary function descriptions make it easier to choose between different options.

Reference reports from actual practice provide users with inspiration for solving their specific challenges. Users can filter the editorial content on the website to gain an overview of all the articles on any topic of particular interest. Crosslinks within the articles lead directly back to the product finder, with the results preselected according to the context.

“For optimum usability we have deliberately kept the navigation simple, with easy-to-understand terms,” says Hugo Rohner, CEO of Tridonic. “What’s more, the search can be customised to suit personal preferences. Our aim is for users to find the new customer experience platform both convenient and a joy.”

<https://www.tridonic.com>.

## **Picture**

Screenshot of the new Tridonic homepage

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## **About Tridonic**

Tridonic is a world-leading supplier of lighting technology, supporting its customers with intelligent hardware and software and offering the highest level of quality, reliability and energy savings. As a global driver of innovation in the field of lighting-based network technology, Tridonic develops scalable, future-oriented solutions that enable new business models for lighting manufacturers, building managers, systems integrators, planners and many other types of customer.

To promote the vision of the “Internet of Light”, Tridonic relies on partnerships with other specialists. The goal is the joint development of innovative technological solutions that convert lighting systems into intelligent networks and thereby enable associated services. Tridonic’s in-depth industry expertise makes it an ideal driver for partnerships with other visionaries.

Tridonic is the technology company of the Zumtobel Group and is headquartered in Dornbirn, Austria. In the 2021/22 fiscal year, Tridonic achieved sales of 363 million euros. 1,869 highly skilled employees and a worldwide sales presence in over 70 countries provide the basis for developing and launching new, smart and connected lighting systems.

[www.tridonic.com](http://www.tridonic.com)