

**Complete overhaul of wlw platform communication:**

## **New Message Center streamlines interaction between purchasers and suppliers**

**Hamburg, 17 March 2022. Visable, the parent company of Europe's leading B2B platforms EUROPAGES and wlw (formerly "Wer liefert was"), is introducing a new feature: The Message Center will allow users to fully centralise all communication and more easily manage requests in the wlw login area. In this way, both professional purchasers and suppliers benefit from improved usability and convenience when sourcing products or processing inquiries. The feature was previously launched on wlw's sibling platform EUROPAGES to great success.**

Available to logged-in wlw users, the Message Center was designed to streamline all interaction between suppliers and purchasers in order to maximise efficiency when establishing business relations online. "More than ever, this feature will promote and leverage synergies between purchasers and suppliers worldwide by bringing together their interactions and documentation in a single place," says Daniel Keller, Chief Technical Officer at Visable. "We are excited to bring this feature to our wlw-users after its successful launch on EUROPAGES in late 2021. Its implementation there has already proven a major asset for our users, as both purchasers and suppliers benefit from an increased response rate. 90 percent of the supplier responses to purchaser requests are positive. This shows that the feature further increases our platforms' ability to perfectly match purchasers with suitable suppliers."

### **Centralised and simplified request and lead management**

The Message Center enables users to effortlessly exchange messages, quotes or product catalogues as well as manage requests, both issued and received, all in one place. Filtering and tagging options allow for easy overview and prioritisation to keep track of a high number of inquiries. Attachments such as technical drawings or quotes can also be added. Users can also see at a glance, whether their message has been received. For added efficiency, the feature comes with predefined templates to quickly reply to received messages. To promote collaboration within an organisation, users can invite colleagues to the platform to discuss and evaluate prospective business partners.

### **B2C-experience transferred to B2B**

With the Message Center, Visable continues its efforts to transfer the established B2C-experience to the world of B2B: "In our everyday lives, we have all become accustomed to certain conveniences, when using digital services," explains Keller. "For instance, when we book a trip, we don't individually e-mail the hotel, the airline and the airport transport. Instead, all communication takes place on the travel agency's website. With the Message Center we want to establish this same level of convenience for business relations."

### **Synergistic innovation for Europe's leading B2B platforms**

Like its EUROPAGES counterpart, the feature is available for desktop and mobile and was developed as a white label solution that provides platform as a service (PaaS) components

developed by mobile engagement & communication company [Sendbird](#). It is the first feature that was explicitly conceived for both platforms since they became part of the same parent company in 2017: "In the past, their distinct backends required us to approach new functionalities differently for EUROPAGES and wlw. This new functionality is an important step in our ongoing efforts to share innovations between our two platforms to provide companies in Europe with a consistent and state-of-the-art user experience," explains Daniel Keller.

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**About Visable**

Visable enables small and medium-sized industrial businesses to make products and services internationally accessible to purchasers. The company offers a broad range of specially tailored services for business customers to increase their digital reach. This includes a combination of company owned B2B platforms and online marketing services, such as Google Ads and retargeting campaigns.

Platforms operated by the Visable GmbH include wlw („Wer liefert was“), which is the leading B2B platform in the D-A-CH region, as well as the European B2B platform EUROPAGES. Combined, both platforms count about 3 million registered companies and reach up to 3.6 million B2B purchasers per month, looking for detailed company and product information.

With its online marketing services Visable offers businesses additional opportunities to increase their online reach.

The company Visable was established in response to the challenges of internationalisation and digitisation in the B2B market and employs today more than 480 people at its locations in Hamburg, Berlin, Münster and Paris. Visable represents the umbrella for the brands wlw and EUROPAGES and continues to expand its b2b platforms and online marketing services.

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