

## Evonik creates new digital customer experience with its new e-business portal myAMINO

2020-11-23

- E-business portal 'myAMINO' brings together all digital customer activities and services
- Important milestone in the digitalization strategy of Animal Nutrition
- Integrated web shops allow shopping around the clock and online access to all relevant information

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**Essen, Germany.** Evonik is expanding its customer service offering for its animal nutrition customers with a new digital portal called 'myAMINO' complementing its strong personal customer-centric approach. Through the new e-business portal, Evonik has brought together its digital customer activities and services and added two web stores. myAMINO will become the first digital point of contact for customers, making interacting with Evonik as convenient and as efficient as possible.

The launch of the myAMINO e-business portal marks an important milestone in Evonik's digitalization strategy to strengthen its Animal Nutrition business which is part of Evonik's life science division Nutrition & Care. Offering a digital customer experience, Evonik is taking the next logical step in the implementation of its system house strategy for sustainable animal nutrition – an innovation growth field in Nutrition & Care.

"Fostering e-business is one of our main strategic goals," says Dr. Dirk Hoehler, head of Sales & eBusiness in the Animal Nutrition business line. "We want to make it as convenient as possible for our customers to contact us, find relevant information and process their orders".

myAMINO offers customer access to products, services, information, training, contacts, partners, and order management for Animal Nutrition. Customers simply register on the portal to become activated users. Then they can log in at any time – and browse, order, call up analysis data, or track delivery data, etc.

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The online shopping on myAMINO allows customers to search Evonik's core portfolio, for products like MetAMINO® by various categories, for example by type of packaging or animal species. They can thus obtain an overview of the range of products and services geared to their individual needs and place orders around the clock.

A second webshop makes it possible to order complementary products and services, such as laboratory equipment for amino acid analysis, online. The registration process in this webshop is straightforward and payment is possible via PayPal or credit card.

Intuitive navigation, all the relevant information in one place, fast reaction times as well as efficiency are crucial for positive customer feedback and high usage.

<https://myamino.evonik.com>

#### **Company information**

Evonik is one of the world leaders in specialty chemicals. The company is active in more than 100 countries around the world and generated sales of €13.1 billion and an operating profit (adjusted EBITDA) of €2.15 billion in 2019. Evonik goes far beyond chemistry to create innovative, profitable and sustainable solutions for customers. More than 32,000 employees work together for a common purpose: We want to improve life today and tomorrow.

#### **About Nutrition & Care**

The focus of the business of the Nutrition & Care division is on health and quality of life. It develops differentiated solutions for active pharmaceutical ingredients, medical devices, nutrition for humans and animals, personal care, cosmetics, and household cleaning. In these resilient end markets, the division generated sales of around €2.9 billion in 2019 with about 5,300 employees.

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