Nsight

MIGRATION TO B2B E-COMMERCE SOLUTION FOR SUPERIOR CUSTOMER EXPERIENCE

Learn in this case study the transformative journey undertaken by a renowned tire manufacturing company in the US to seamlessly transition to a robust B2B e-commerce solution effectively catering to the evolving needs of their customers while maintaining its reputation as a trailblazer in the field

ABOUT THE CLIENT

A prominent alloy wheels and performance tire manufacturing company in the US persistently pioneers the design of novel wheel, tire, and suspension offerings catering to a diverse range of vehicle categories setting new benchmarks for quality and ingenuity.

PRODUCT

Adobe B2B Commerce (Magento)

NETWORK

Footprint in over 30 countries and a network of over 25k dealers

CHALLENGES

The client was grappling with a substantial business challenge that necessitated a comprehensive overhaul of its existing dealer line Commerce Platform (B2B). This imperative arose from the need to enhance the user experience for its dealers, driving the decision to embark on a journey of transformation. The current commerce platform was failing to meet the functionalities required to meet the unique demands of the dealers in terms of system adoption rates, ease of use, and the overall accessibility of the platform. The company was also seeking to strategically align its dealer line initiative, ensuring it could easily adapt to future growth and expansion.

SOLUTION

Nsight's seasoned experts devised a meticulously phased strategy, seamlessly blending enhancements to existing functionalities and integrating Adobe B2B Commerce with their ERP (SAP) system via MuleSoft. This enhancement also encompassed a focused effort to harmonize payment gateway systems. The efforts involved a strategic shift from the existing Salesforce Cloudcraze B2B dealer line application to Adobe Magento B2B Commerce, enriched with innovative features tailored to dealers' requirements.

## ACCELERATORS OFFERED BY NSIGHT

Nsight leveraged its implementation expertise, efficiently harnessing ready-to-use tools and templates for swift and cost-effective project execution.

Notably, the new Adobe customized accelerators played a pivotal role, enabling substantial design modifications and adaptations to meet the project's specific needs.

The project's meticulous governance, coupled with periodic status reviews, ensured a streamlined and well-coordinated course of action.

Leveraging extensive system knowledge, Nsight adeptly devised data integration strategies, amplifying the project's efficiency and overall effectiveness.

This approach underscored Nsight's unwavering commitment to delivering tailor-made, innovative solutions that extended beyond mere implementation, effectively reshaping the client's digital landscape with unparalleled efficiency and precision.
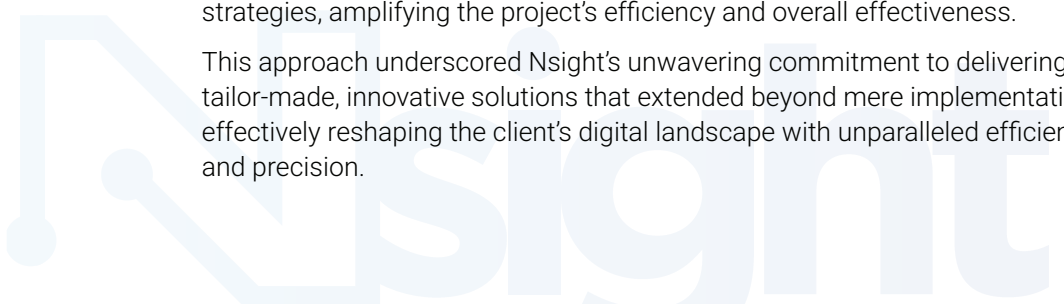
BUSINESS BENEFITS

The initiative yielded a host of business benefits, expertly tailored by our specialists to ensure maximized advantages. These included:

- **Enhanced User Experience:** A comprehensive global design overhaul was undertaken to elevate the overall user experience, resulting in improved engagement and customer satisfaction.

- **Advanced Search Functionality:** The search capabilities were upgraded, facilitating easier and more efficient product discovery for customers.

- **Mobile Capability Enhancement:** The platform's mobile responsiveness was enhanced, allowing seamless access and interaction for users across various devices.

- **Inter-Application Connectivity:** Improved connectivity between different applications streamlined processes and data flow, enhancing overall operational efficiency.

- **Swift Response Times:** The system's optimized performance ensured quick response times, contributing to reduced delays and enhancing customer satisfaction.

- **Long-Term Operating Cost Reduction:** The fast response times and improved efficiency contributed to substantial reductions in long-term operating costs.

- **Streamlined Payment Processes:** Integration of payment gateway systems facilitated seamless and secure transaction processing for customers.

- **Efficient Data Exchange:** Inbound and Outbound Integration jobs were developed for key components such as Products, Orders, Invoices, and Credits, ensuring streamlined data exchange across various processes.

- **Tailored Customer Experience:** A customized solution was crafted, allowing customers to effortlessly navigate the portal, conduct product searches, build shopping carts, and place orders with ease.

- **Self-Manage User Accounts:** Custom solution was built where customers have the control to self-manage the users working in their dealership, assign roles, add a new user, edit the existing user, and this feature allows full control to the end customers to assign roles & manage access for all the users working in their organization and thus eliminating the dependency on the customer support compared to the previous CloudCraze Dealerline.

This comprehensive approach not only addressed the company's immediate needs but also paved the way for a more agile and customer-centric future, positioning the business for sustained growth and success.