



SUCCESS STORY MANUFACTURING

INDUSTRIAL SUPPLIER BOOSTS REVENUES WITH NEW ECOMMERCE APPROACH

Apexon deploys Optimizely B2B Commerce Cloud



This industrial supplier serves small, medium and large manufacturers; federal, state and local municipalities; and commercial construction companies across the U.S.

It partners with its customers and suppliers to provide personalized solutions that help customers reduce costs and boost profits. But, the company's eCommerce experience was lacking. Legacy capabilities and erratic ERP management led to an inconsistent customer experience, which clouded users' perception of the company as a market leader. Apexon engaged with the client to establish structure and synergies across all systems and enable on-demand order processing.



Privately held company with more than 1250 supplying partners



Serving small, medium and large organizations



ISO/AS9120-certified

THE RESULTS

KEY OUTCOMES



STRONG SALES RAMP



STRUCTURED PROMOTION CAPABILITIES



SUPERIOR ONLINE CUSTOMER EXPERIENCE

THE CHALLENGE

DISCONNECTED SYSTEMS DISRUPT THE ONLINE CUSTOMER EXPERIENCE

The client's existing ERP system and eCommerce platform could not communicate directly, causing major disruptions in the information flow for both customers and the organization. To mitigate the missing information, the client's users had to manually sync the data between different channels at irregular intervals. The result was a disconnected customer journey that negatively impacted conversions.

Specific problems included:



Lengthy turnaround times for site modifications delayed all processes inline



Multiple customer part numbers with different product IDs created confusion for buyers



The lack of a standard user registration flow limited any ability for online customer segmentation



An inability to make real-time changes due to a lack of customer tracking



No direct control for page management



Brand segregation and product search were not optimized, further disrupting the user experience

THE SOLUTION

A SEAMLESS ONLINE CX POWERED BY OPTIMIZELY B2B COMMERCE CLOUD HEADER

Apexon started with a full implementation of the Optimizely B2B Commerce Cloud, redesigning the UX and CX of the client's entire commerce site. The approach included intuitive movements between pages and elements on the commerce portal.

Specific aspects of the solution included:



Integration with the client's Prophet 21 ERP system to standardize information relay



Improved product catalogue and display pages with imports from the Affiliated Distributor Group



Support for product recognition, customer information, user pricing, part numbers and shipping orders



Defined access controls for content, console and cloud applications



Configuration of Google Tag Manager and Google Analytics to make customer journeys completely trackable



Curated functions like brand highlight, weighted results and enhanced search, allowing boost and buy features



Added capabilities for customer segmentation per geography, field, properties and account



Installation of Avalara for tax management and inputs

OUTCOMES

With Apexon and Optimizely, the client reclaimed its market leadership position, and ramped up sales with:



Structured promotions on the home page and search results



Enhanced customer identification and targeting



Consistent dataflow backed by customer movement tracking



Superior online brand experience in line with the company's market leadership



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FEELING SOCIAL?

