

# INDUSTRY SPECIFIC DIGITAL COMMERCE AND CUSTOMER EXPERIENCE

## How PhaseZero Accelerated Betts Truck Parts & Service's Digital Transformation

SHAKING IN THE CAB    LOOSE HANDLING    PULLING TO ONE SIDE    UNEVEN TIRE WEAR

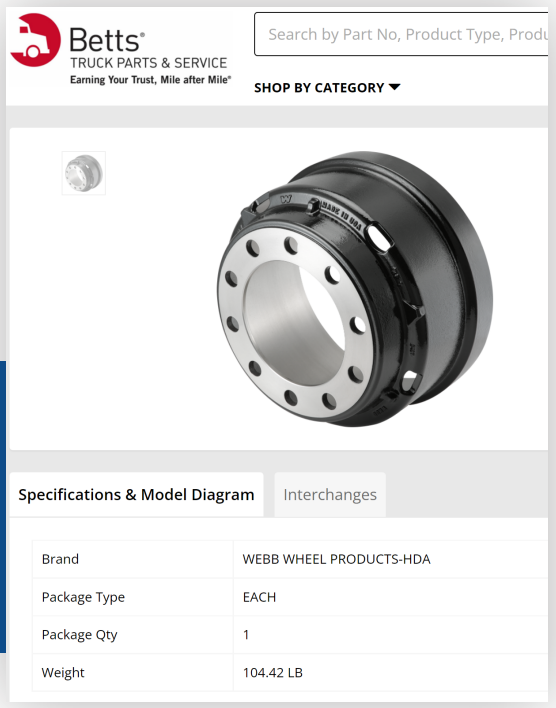
### EXECUTIVE SUMMARY

After a problematic implementation of Shopify, Betts Truck Parts & Service turned to PhaseZero to implement a digital commerce and customer experience platform built specifically for the heavy-duty transportation and automotive aftermarket industry.

Within months of launch, PhaseZero CxCommerce drove

## 3-4X GROWTH

in monthly digital commerce revenue over the previous system.



### THE COMPANY

Since 1868, Betts Truck Parts & Service evolved from its humble beginnings as the first spring manufacturer west of the Mississippi into a diversified operation that serves heavy-duty transportation, automotive aftermarket, and other industrial sectors. Today, Betts Company proudly serves transportation and other industrial markets through its three business units – Betts Spring Manufacturing, Betts Truck Parts & Service, and BettsHD.

#### Industry

- Heavy-Duty Transportation and Automotive Aftermarket

#### Use Cases

- B2B Digital Commerce
- Sales and Customer Service
- Marketing

#### Integrations

- Infor Cloud

“If we’re going to work 8 to 10 hours, what’s the best use of that time? Is it spending 27 minutes sitting on the side of the road putting in an order? If I can do it in 3 minutes or the customer can, what can I do with that 27 minutes? Can I make another prospect call or do a walk-around with another customer? If we do it right with all our tools like PhaseZero and our CRM, then all of sudden, we’re more productive. I’d much rather use our existing team more effectively than constantly adding new people.”

- Bill Betts, President

# THE CHALLENGE

In order to add a digital portal for customers to place orders, Betts Truck Parts & Service built an ecommerce site using Shopify. But since the Shopify platform is geared more toward traditional B2C consumer retail, the implementation was difficult,

and adoption was low. The platform didn't easily integrate with their existing business systems to show real-time product availability or customer-specific pricing. Customers and sales people did not enjoy using the platform.

# THE STRATEGY

PhaseZero CxCommerce's industry-specific solution solved Betts Truck Parts & Service's challenges with:

## Realtime Availability

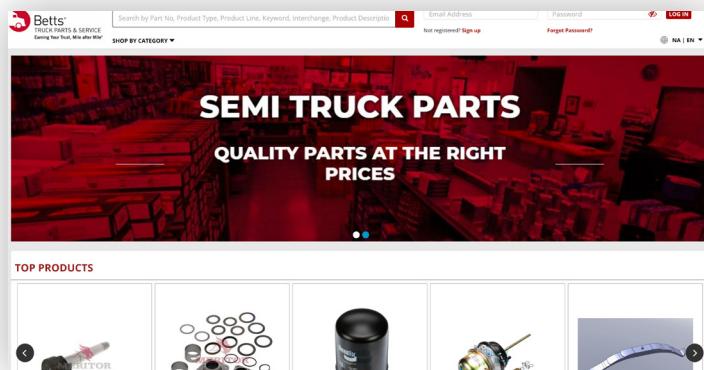
PhaseZero CxCommerce's solution easily integrated with Betts Truck Parts & Service's business systems to provide realtime availability. Customers need to know if a product is in stock and when it will arrive. Adding this self-service feature eliminated the need to make a phone call.

## Ease of Use

One of the biggest challenges Betts Truck Parts & Service experienced with Shopify was a poor user experience. If the sales team didn't enjoy using the platform and thought it didn't work, they wouldn't try to onboard their customers. After implementing CxCommerce, Betts Truck Parts & Service saw much higher adoption from the sales team and customers. The sales team schedules demos with customers to walk them through placing their first order on the website. **After placing their first order, 75% of Betts Truck Parts & Service's customers place a second order online.**

## Industry-Specific Search Experience

Finding the right part is a challenge in this market. One Shopify was poorly configured to handle. Through advanced catalog integration, PhaseZero CxCommerce enabled more detailed part search and compatibility features for both customers and employees.



## Personalization

Betts Truck Parts & Service utilizes CxCommerce's custom list function to build customized lists of frequently ordered parts or parts that are compatible with customers' fleets to make ordering online even easier for customers.

## Efficiency

Processing an online order costs about one-third of what it costs Betts Truck Parts & Service to take and process an order in-person. The digital channels also operate 24/7 allowing Betts Truck Parts & Service to reach 2nd and 3rd shift customers who work outside normal business hours.

**Not all digital commerce platforms are created equal. To be successful, aftermarket companies need platforms built with industry knowledge. By incorporating their extensive industry experience, PhaseZero delivered a solution that was quickly adopted by both Betts Truck Parts & Service's customers and employees. Schedule a demo today to see how PhaseZero CXCommerce can accelerate your company's digital transformation.**