CASE STUDY

Dana Incorporated Accelerates Digital Commerce

Dana wanted to deliver the best customer-focused experience for its aftermarket business and recognized the need to adopt cloud technologies to integrate multiple catalog, inventory, and order systems to deliver a modern customer experience. PhaseZero CxCommerce streamlined operations and created a seamless and straightforward experience for Dana's customers.

Customer Overview

Dana is a world leader in highly engineered solutions for improving the efficiency, performance, and sustainability of powered vehicles and machinery. Dana supports the passenger vehicle, commercial truck, and off-highway markets, as well as industrial and stationary equipment applications. Dana employs more than 36,000 people in 33 countries on six continents and does more than $8.1 billion in sales a year.

6
CONTINENTS

33
COUNTRIES

$8.1 BILLION
IN SALES

PZ PhaseZero.ai™

By 2020, Millennials will comprise half of the American workforce. Is your company ready for the

Next Generation?

Vision and Goals

Customer centricity and ease of doing business are strategic goals for Dana. To meet their goals, Dana partnered with PhaseZero to accelerate a digital transformation of their global aftermarket business.

Dana's aftermarket business includes four major lines of business supporting global customers in all major automotive, heavy-duty and off-highway industries. Dana developed a vision to adopt a digital commerce platform to deliver industry-leading customer experience for their customers, including original-equipment manufacturers (OEM), warehouse distributors (WD), and large network of automotive retail chains.

Before launching DanaAftermarket. com, the company focused on building localized and custom experiences for their customers. They operated dozens of websites and ways of connecting with customers based on the line of business, brand, or country. Dana had multiple product catalogs, inventory systems, and order management systems.

Their new platform would need to support these multiple systems on the back end but operate as one cohesive experience for customers on the front end. The platform also would need to utilize the latest cloud technologies and

digital commerce foundations, including search engine optimization, user analytics, and mobile responsiveness. Dana wanted to bring a B2C-like consumer e-Commerce experience to their industry to meet their customer centricity and ease of doing business goals.

At the same time, Dana recognized the need to prepare for the next generation of customers. Dana's current customers and employees have a wealth of institutional knowledge. Unfortunately, as people retire, they take that knowledge with them. Dana wanted their new digital commerce platform to make it easy for the new generation to find parts or product information, check availability, and quickly complete an order.

Dana's Digital Commerce goals:

◆ Providing a uniform customer experience for every market and brand

◆ Making product information and availability readily accessible

◆ Streamline operations to expedite fulfillment

◆ Improve digital sales and ease of doing business for all their direct customers

Needs

Like many global enterprises, Dana had to tackle several complexities to deliver a uniform digital experience for customers.

◆ Product content and catalogs needed to be digitized in an easily searchable fashion.

◆ When customers machines are down, they need real-time data to know whether a part is available and how quickly it can be delivered.

◆ Real time inventory to ensure the right product is available at the right location at the right time to repair and service their customers and end-users.

◆ Improve the post-purchase experience by integrating multiple shipping partners and warehouses to ensure timely delivery.

◆ Customers needed a way to track orders online instead of calling, emailing, or faxing.

Solution

PhaseZero's CxCommerce™ platform solved Dana's key digital commerce needs with intuitive features such as:

◆ user-friendly and time-saving search function that identifies the desired component by part number, product type, product line, keyword, and interchange part number, as well as year, make, and model of vehicle;

◆ line drawings or photographs with comprehensive technical details and specifications to help ensure the right part is ordered;

◆ zoom function to help visually identify the correct part;

◆ simple-to-use distributor and dealer locator that identifies where parts can be purchased locally; and

◆ "Request for Quote" function, backed by timely response.

The platform also features a secure customer portal with:

◆ easy access to pricing;

◆ real-time inventory and part availability;

◆ emergency order options;

◆ automatic email confirmations; and

◆ immediate access to invoices, packing slips, and order status/tracking.
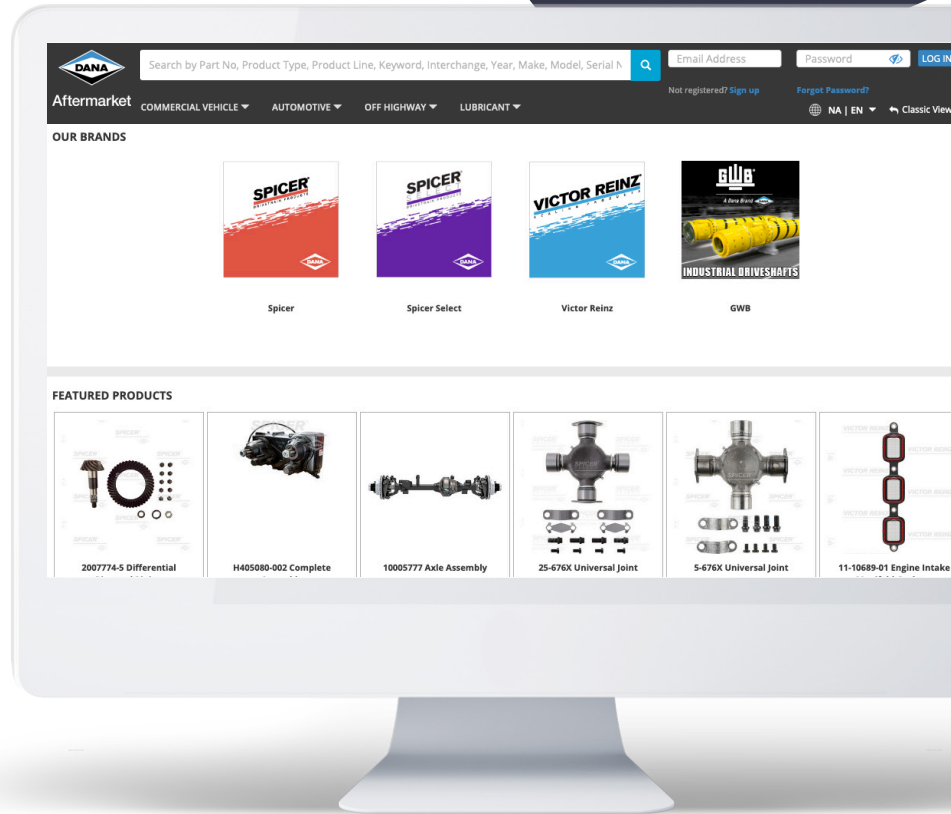
Legacy System Integration
CxCommerce™ easily integrates with your existing systems, including AS400 legacy mainframes or large and complex ERP systems, including SAP, Oracle, and SalesForce.

Advanced Analytics and SEO
All the SEO tools you need to ensure customers find your store are built-in to the platform.

Support for Complex Inventory and Shipping Options
CxCommerce™ can support multiple part catalog systems, industries, and geographies, with hundreds of inventory locations and types. Shipping is simple with carriers including FedEX and UPS.

Configurable Payment Options
Payments management includes a seamless and easy-to-use user interface built to handle complex B2B relationships including bill-to, ship-to, and sold-to complexities.

Results

After launching in North America, Dana quickly expanded the platform to other regions throughout the world. CxCommerce™ is driving:

Increased Digital Sales

Digitizing product catalogs from multiple lines of business and industries increased cross-sell opportunities by making it easier for customers to search, find, identify, and order parts from multiple business with one global portal. The platform serves 2 major markets (NA, EMEAR) and 9 languages with a single domain. Using one domain instead of creating duplicate domains greatly improves search engine optimization.

450%
*increase in
organic search traffic*

2x Increase in Customer Adoption

Customer adoption increased 200% year over year. PhaseZero's advanced tracking allows Dana to analyze and measure their customer, employee and user experience.

Pageviews doubled

in six months

Faster Searches and Transactions

Customers can quickly find what they're looking for and complete a transaction. The average customer can complete a transaction about 4 times faster in the new system.

Integrated more than
230,000
parts from 6 catalogs

Improved Customer Satisfaction

Customers are happier and the increased order tracking capabilities dramatically decreased the phone calls and emails to customer support. The new system integrates 3 ordering systems across 2 major markets to show inventory availability across 9 plants/distribution centers and 21 regional logistic centers.

6000+
Registered Users

"Dana had a vision to transform its aftermarket business into a digital, customer-centric enterprise. By collaborating closely with PhaseZero, we were able to accelerate our digital journey and transform our global aftermarket e-commerce and customer experience initiative, DanaAftermarket.com."

MARK WALLACE

Executive Vice President and President, Commercial Vehicle Driveline Technologies and Aftermarket
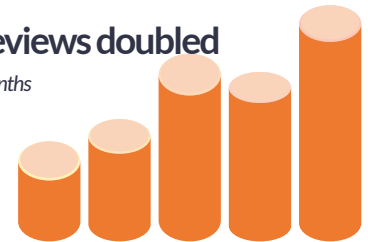
Schedule a Demo Today

Start your digital transformation journey with PhaseZero CxCommerce™ to accelerate your digital sales. Contact your digital success team at CXCommerce@phasezero.ai.