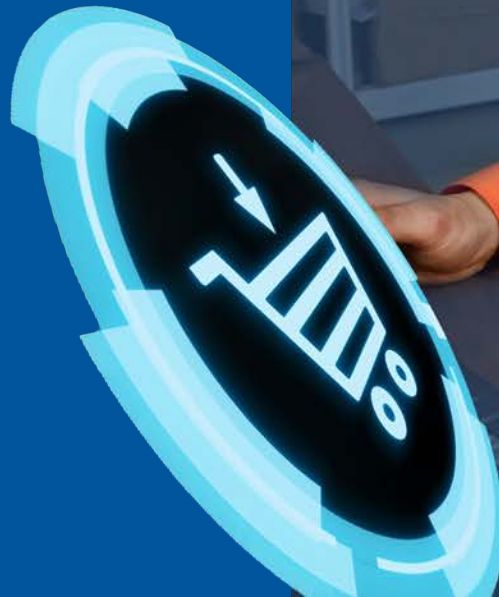




Unified Customer Experience Approach

to B2B & B2C E-Commerce

If you are contemplating adding an e-commerce channel or revamping your customer experience, the time to act is now. Aftermarket companies can take concrete – and affordable – actions to deliver **a uniform and modern customer experience.**



The Main CHALLENGE

How do you deliver the best customer experience?

Customers increasingly want the same level of convenience they experience in their personal lives. They want to search for products, buy, track orders, and manage their accounts online – or have the option to order online and pick up in store.

In addition to the need to add digital commerce options, the challenges facing businesses now include:

- Competing with Amazon and other eCommerce channels with customer experience and ease-of-doing business
- Adding new delivery or pickup options
- Making your sales and customer service teams more effective

E-commerce grew

129%

last year in the U.S. & Canada.⁵

40%

of customers switched stores or brands for a better digital commerce experience in 2020.⁴

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of customers switched stores or brands for a better digital commerce experience in 2020.⁴

Keeping existing customers and gaining new ones requires delivering the best unified customer experience.

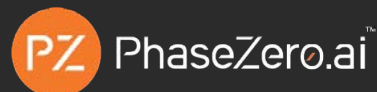
Building a better CUSTOMER EXPERIENCE

What do customers want?

To meet changing business customer and employee needs, automotive aftermarket companies can look at how consumer goods retailers are adapting.

56%

of consumers who tried buy online, pick-up in store say they plan to continue using the service after the pandemic.¹



E-commerce is now a must-have and adding retail-inspired delivery and pick-up options could be a game-changer for aftermarket businesses.



Curbside or Contactless Pickup

Buy online, pick up in store (BOPIS) grew 28% year-over-year in February.¹ And many retailers expanded curbside pickup and introduced procedures to offer contactless pickup (and delivery) as well.



New Shopping and Delivery Options

Retailers are introducing new delivery options for buyers who aren't yet comfortable returning to shop in stores. Nearly 22% of U.S. consumers are using delivery services more often than they did before COVID-19 and grocery delivery is up by 57%.¹



Increased Communications and Promotion

As things change, frequent communication with your customers is essential. Let them know how you're responding to meet their needs and keep them and your employees safe. Buyers are twice as likely to engage with messages that contain clear, timely, accurate information and reassurance.³

How can you meet **CUSTOMERS** **EXPECTATIONS?**

Keys to a Unified Customer Experience



Rooted in industry knowledge.

You must understand your customer and deliver an experience that uses industry-specific language and is designed around customers needs – like how to ensure the right part is delivered at the right time.



Seamless across channels.

Customers need the same level of service from B2B to B2C or from digital to in-person transactions at brick-and-mortar stores.



United on one platform.

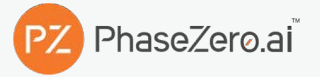
You need a modern and scalable platform that can runs on the latest technology and can be easily configured to support the latest CX trends from voice commerce to in-store pickup.



Attracts, trains and empowers employees.

Employees are essential to delivering a top-notch customer experience. Attracting and training new employees requires the support of an easy-to-use platform where they can quickly learn product information and availability.

5 Must Haves for UNIFIED CUSTOMER EXPERIENCE



Enterprise-grade Ecommerce Platform for B2B, B2C, B2E and Dropship Fulfillment Business Models



Customer Experience Focus and Mobile Responsive with Powerfully Simple Product Search User Interface



Cloud-based Turnkey Solution Built for Automotive and related industries such as Light, Medium and Heavy Duty, as well as Off-Highway.



Integrates With Your Existing Business Systems and Parts Catalog Systems



Configurable to Your Business, Branding and Marketing Needs



Aftermarket COMPLEXITY

How to Meet Customers' Expectations

When a vehicle or equipment breaks down, your customers need to quickly find precisely the part they need—and know how quickly they can get it. The cost and consequences of ordering the wrong part are high. **Aftermarket companies need to provide expert guidance to customers even through digital channels. Industry expertise is a key competitive advantage over pure digital players like Amazon.**

Key Questions for Aftermarket Businesses

- Will Amazon and other pure digital ecommerce players learn my business faster than we could learn and accelerate digital commerce for my business?
- What is our defense playbook to protect and offense playbook to grow our business?
- Who should lead our eCommerce business transformation? Should my business or IT lead the eCommerce project and how long would it take to launch my online business?
- What should be my criteria for success in online business? How do I justify the investment and efforts necessary to launch my eCommerce platform? How would we empower our employees and customers with convenience and ease of doing business? What are the risks if I do not move forward soon?
- Should I upgrade my business system before I launch my online business, or can I launch now and seamlessly migrate to the new business system when necessary?
- How do I align my internal stakeholders and employees to make the Digital Commerce journey a success?

REAL LIFE EXAMPLE: UNIFIED CUSTOMER EXPERIENCE

Leading global manufacturer consolidates 100+ legacy websites to deliver unified customer experience

Objectives

- Provide a uniform customer experience for every market and brand across all lines of business
- Grow digital sales and ease of doing business for all direct customers
- Make product information and availability readily accessible
- Streamline operations to expedite fulfillment

Solution

- Four product lines, multiple brands, multiple country sites consolidated on a single platform and experience
- Single experience for customer self-service and assisted sales
- Consolidated more than 500,000 parts from six global catalogs with rich media and supporting collateral

Results

- *10x Digital Sales Growth*
- *Serving 6000+ registered business customers*
- *500% SEO Growth*
- *Handling 80%+ of PO lines*
- *Business model enabled by headless commerce integrations*

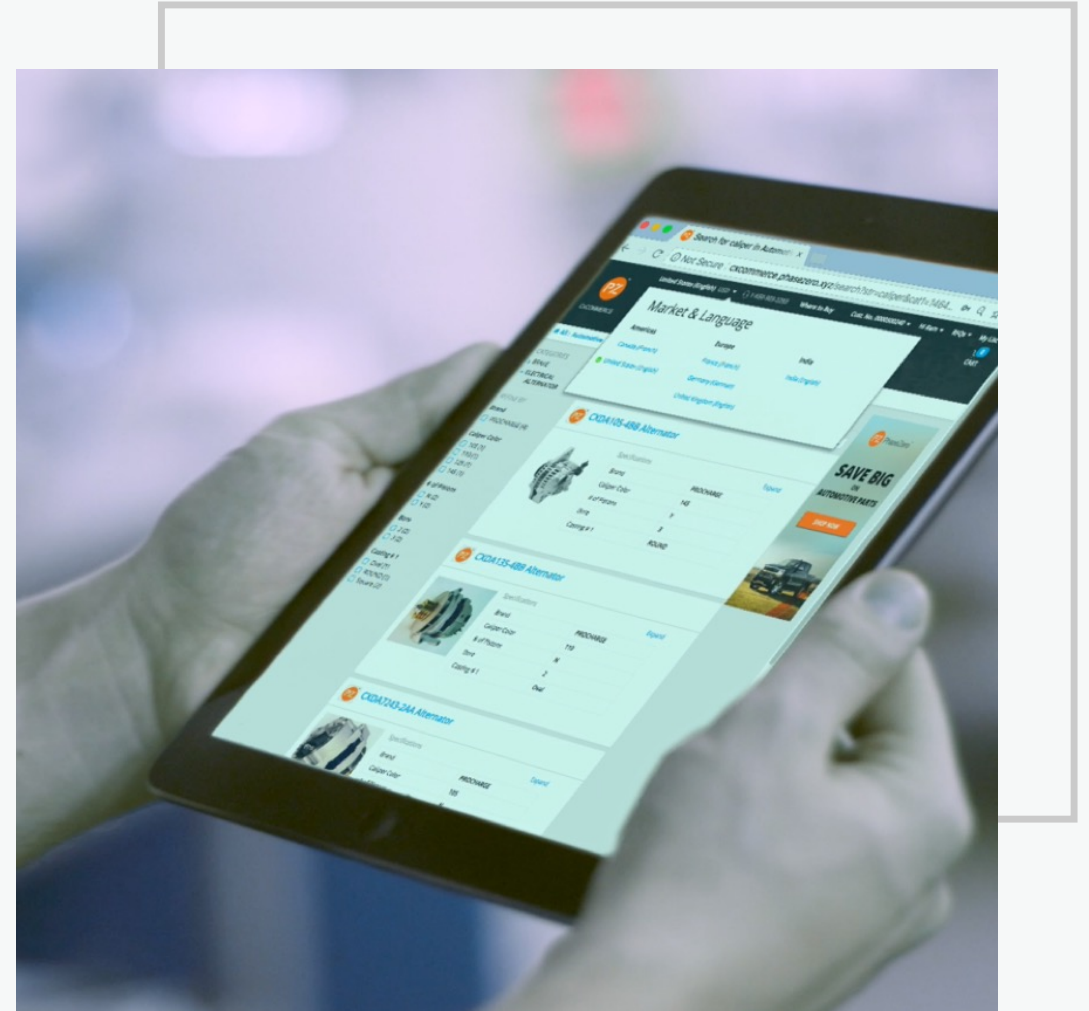


Accelerate **DIGITAL SALES** With CxCommerce

To sustain and grow your business, you need a **unified digital commerce** experience that works seamlessly with your brick-and-mortar stores, sales, and customer service. CxCommerce provides exactly that without having to change your back-end systems—in as few as 4 weeks.

Email us to schedule a call today!

 cxcommerce@phasezero.ai



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