

EXECUTIVE SUMMARY

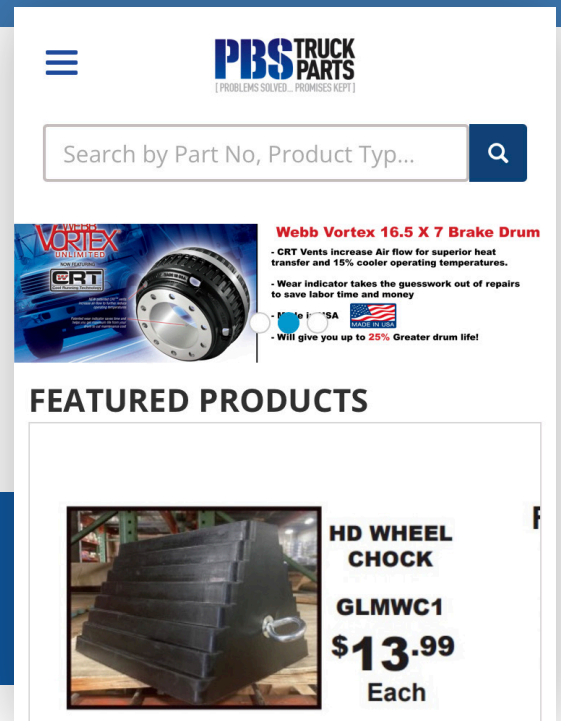
To grow and meet the evolving needs of customers and their employees, and to protect their business model from the likes of Amazon and other ecommerce players, PBS Truck Parts partnered with PhaseZero to launch a unified customer experience with a new self-service digital commerce platform.

Within months of launch, PhaseZero CxCommerce drove significant growth for PBS.

DIGITAL SALES INCREASED 2X OVER THE PREVIOUS SYSTEM

THE COMPANY

With 4 locations across northern Indiana, PBS Truck parts has served Heavy Duty, Medium Duty, and Light Duty Commercial Parts needs since 1952. The family-run business offers a full line of commercial parts for repair, replacement, and maintenance.



Industry

- Light, medium, and heavy-duty truck after market

Use Cases

- B2B Digital Commerce
- Sales and Customer Service
- Marketing

Integrations

- Infor
- VIPAR PARTSPHERE
- Credit Card Payments

“We need to get good at technology before Amazon figures out how to sell truck parts.”
- Bill Nolan, President

THE CHALLENGE

PBS wanted to deliver a modern experience for its customers but felt locked in by their current platform.

The system was antiquated and didn't allow for much customization. For example, PBS did not have the option to configure homepage content and update to quickly respond to customer, market and competitive needs.

The goal was to match the same level for customer experience and ease of doing business as people experienced in their personal lives, from banking to ordering groceries online.

PBS also wanted to better equip their employees to quickly input orders and see the availability of products.

THE STRATEGY

PhaseZero CxCommerce solved PBS' challenges with B2B digital commerce and enabled the company to offer:

Easy Customization

The business teams at PBS can easily customize its website and update it in minutes with new products, "flyers," and special promotions. The website transformed into a new and highly effective marketing tool.

Customer Self Service

Existing customers embraced many of the new self-service options. Customers enjoy being able to search and find their parts efficiently with Google like search experiences, check real-time inventory and availability of parts with customer specific pricing, order parts quickly, and view post-purchase info such as order tracking or invoices. The self-service features are particularly successful with customers like to take care of their business needs quickly and do not want to depend on calling and waiting for return calls from salespeople. PBS had one customer they'd called on for nearly 10 years with minimal success who immediately signed up for the website and now places more than \$60,000 in orders per year.

Employee Support

PBS plans to use CxCommerce as the primary source for training and equipping its employees. With the aid of CxCommerce a new counterperson can be self sufficient in months not years. When their other systems and servers went down, CxCommerce was still up and running, allowing employees to still search availability and input orders. CxCommerce automatically processed the orders on the business management system when the systems and servers returned to service.

Equipping Next Generation

When making sales calls, their outside sales teams capture orders 4x faster on the website. They put in their orders in front of the customer to help customers adapt to the new platform. Even if the customer isn't interested, other people in the shop, such as younger employees, are interested. As the next generation moves up the ranks, they'll prioritize relationships with companies delivering excellent digital experiences.

PBS expects their business to split equally between self-service digital sales and consultative sales. For some parts or needs, customers will still need to call to get help ordering the correct part, but for simple and repeat orders, customers expect quick digital options. CxCommerce helps PBS deliver on both fronts by providing the best in the industry digital experience and empowering employees to provide expert service. Contact PhaseZero today to schedule a demo to see how CxCommerce could help with modern digital and unified customer experience as a competitive advantage for your business.