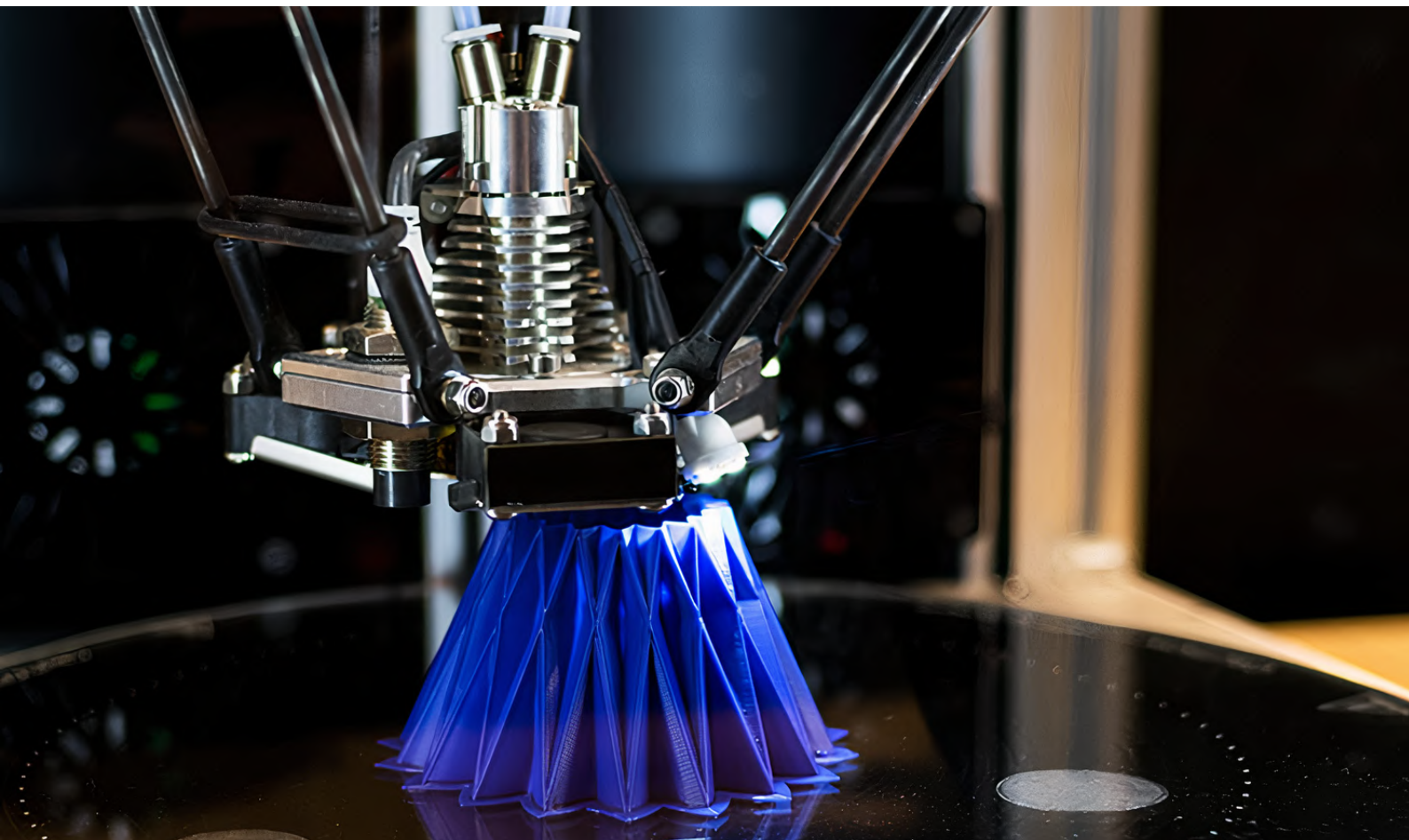


Case Study

Re-implementing Salesforce Customer Portal for a Global Leader in 3D Printing Services



The Customer

[Stratasys](#) (NASDAQ: SSYS) is a world-class provider of 3D printing systems, materials, software, and licenses. The company serves companies in various industries, including healthcare, retail, aerospace, dental, and automotive.

Stratasys was using Salesforce's Customer Portal, a website on Experience Cloud that gives customers access to the company's products and provides online support. The portal included an e-commerce functionality that was based on the Salesforce B2B Commerce Cloud module. Stratasys was seeking support in finalizing the portal's implementation so that the website would provide a better user experience.



Making the Portal Simple and Efficient from a UX Standpoint

Brimit allocated a team of two engineers and a QA skilled in Experience Cloud to improve the portal's general performance and re-implement several components. In collaboration with the team at Stratasys, our specialists made the following changes:

- modified the checkout page to allow customers to fill in forms faster, depending on the category of the goods selected
- set up a new guest store model based on B2B commerce documentation to provide relevant information for different guest users
- activated a dynamic analytics component to display statistics on the usage of printers and materials for a selected time period
- deployed site translation and mapping to display content in eight languages
- developed custom components that recognize a user's region and display location-specific content based on the information received

The Result

The Customer Portal now works faster, displays more specific content for customers from different regions, and requires less administrative support.



Brimit is a team of Salesforce experts.

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