

# Revamping E-Commerce: A leading global automotive manufacturer's transformation to a seamless customer and dealer experience



## Ambitions Realized

The transformation of the automotive manufacturer's e-commerce platform resulted in a streamlined customer experience and enhanced dealer engagement. The successful implementation of the Salesforce B2B commerce cloud and community cloud delivered significant benefits such as:

## Ambition

A global automotive manufacturer aimed to modernize its 15-year-old e-commerce platform to enhance the customer and dealer experience across all business units. The ambition was to leverage Salesforce B2B commerce and community cloud to create a scalable, efficient, and user-friendly platform. The key goals included driving website traffic, increasing dealer enrollment, and enabling efficient shopping and transaction capabilities for customers, while phasing out legacy e-commerce solutions.

## Action

Wipro partnered with the automotive manufacturer to implement a comprehensive solution in multi-phased approach. Each of the phases addressed the automotive manufacturer's specific challenges and requirements as below:

In the initial phase, the automotive manufacturer established a foundational implementation to support future expansion across other divisions, developing an online store for business parts and accessories that facilitated order resolution for dealers. This phase ensured a fully responsive user experience across devices and achieved seamless integration with internal and third-party solutions. It covered 156 out of 241 functionalities as outlined in the functionality matrix and was completed within 6 months.

In the next phase, the automotive manufacturer introduced enhanced capabilities, including login and registration features, additional locale support, and further improvements to customer and dealer experiences. This phase completed the remaining 85 functionalities from the functionality matrix and was finalized within 5 months.

- **Seamless customer experience:** Enabled customers to purchase products from different business units in a single cart, with backend support for split fulfillment processes.
- **Dealer community portal:** Facilitated onboarding and inventory management for over 2,000 dealerships, supporting order fulfillment.
- **Integrated solution:** Enhanced site experience, merchandising, promotions, and fulfillment through integration with internal systems.
- **Improved parts catalog:** Daily updates to the parts catalog and pricing were a significant improvement from weekly updates, ensuring that end customers have access to the most current product information and pricing. This enhancement allowed customers to make more informed purchasing decisions, increased satisfaction for them by providing accurate and timely data and reduced the likelihood of order errors or discrepancies for them.
- **Extensive support:** Supported over 3 million parts and accessories through a complex data model, with unique pricing offered by over 2,000 dealerships.

Overall, the partnership with Wipro enabled the automotive manufacturer to achieve its strategic ambitions, modernizing its e-commerce operations and delivering exceptional value to its customers and dealers.



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