Driving customer satisfaction for a Fortune-500 industrial **tool manufacturer**

Enabling customer-centric, technology-driven enterprises

Our customer is a Fortune 500 company and one of the biggest tool and storage firms in the world. With the ability to innovate and produce products of exceptional quality, they have expanded their product line to include construction DIYs, industrial, security, and solution.
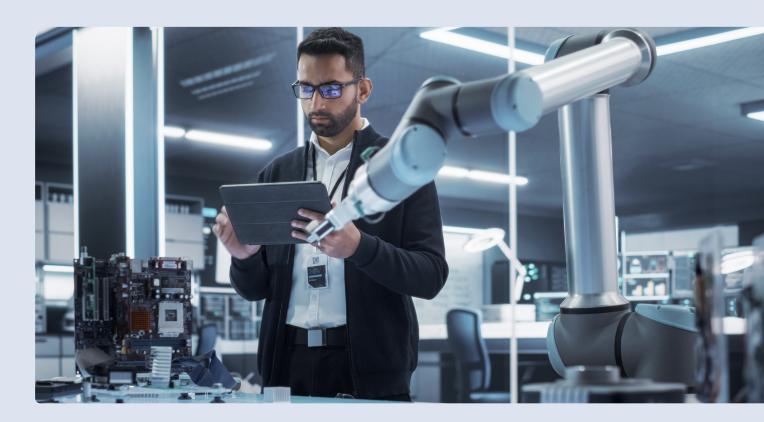
The Objective:

The growth in DIY projects following the implementation of COVID-19 regulations has pushed up demand for industrial tool categories. Apart from the DIY projects, our client was looking to adopt a D2C model which would support them in their global expansion objectives. Also, to support their expansion goals, the client was looking at some technical upgrades to finetune their customer experience.

The Challenge:

There were multiple challenges that were standing in the way of the client achieving their objective. They included bringing in place the DIY store and staff on e-commerce and resolving the lack of user adoption on highly customized / complex old Salesforce (SDFC) organizations. Engaging with the customers through the best-in-class experience was also a key ask.

The client lacked the best in-class IT capabilities, which deprived them from achieving a mobile-first user experience and an enhanced customer experience.

The Solution:

HCLTech, along with the client, incorporated Salesforce capabilities in their transformation journey by utilizing Salesforce Commerce Cloud to have B2C Commerce in place. The drastic improvement in user adoption was brought about through migration from Salesforce Classic UI to Lightning with consistent application support and enhancement. Here are the key highlights of the transformation journey:

Enabling B2C Commerce through Salesforce Commerce Cloud

Created a new store in a record time of 5 months with anticipation of over 2M customers

Re-designed the customer service experience with Salesforce Order Management to efficiently handle Order Assist, Payment Capture, Returns, Refunds and Exchanges

Integrated with Azure iPAAS middleware, SAP, Google Analytics, CyberSource, Reevo, PayPal, Riversand, Akamai Identity Cloud, Bynder and Refinitiv to interact with Salesforce CRM applications and better enable it

Provided customer opt-in, product registration and collected marketable end-user data

Lightning Migration

Enhanced the architecture, design & development on Force.com. The Sales cloud eased the application use and improved the niche auto lead management or the jobsite creation process, the core aspect of the application

Migrated from Salesforce Classic to Salesforce Lightning. The decision streamlined the process with MVP addressing 100 EPICS and user stories, with a core team of 11 over 3 months

Enabled a 360-degree view of customer data across Jobsite, account, opportunities, etc

Created intuitive UI and reduced steps with regard to processes

Application Support

Provided support for 13 Salesforce organizations with Sales, Service, Communities, B2C Commerce Cloud, Chatbots, CPQ, Field Service Lightning and Pardot

Integration with BizTalk, Five9, ServiceNow, DocuSign, Nintex DocGen, SAP, QlickView

The Impact:

The client witnessed a multifold increase in customer engagement touchpoints with enhanced customer experience. Some of the benefits delivered through the partnership were:

1.
Consumers buying online increased by **18%**

2.
Ability to launch new products reduced from **3 months to 4 weeks**

3.
Opt in and collection of Marketable user data up by **27%**

4.
6% saving per order compared to selling via distributors

5.
Improved Service efficiency by **20%** via self service

6.
End user adoption **improved by 25%** after SFDC Lightning upgrade

7.
90% reduction on deployment issues

8.
65% reduction in release cycle

HCLTech