



Implementation of Conga Digital Commerce Improves Customer Lifetime Value by 23% for a Fortune 500 Heavy Equipment Manufacturer



Insight

The client, a fortune 500 company, was using multiple tools for each marketplace and lacked a centralized platform where it could discover and capture new market opportunities. The client had a decentralized partner ecosystem and was also facing a challenge in calculating partner loyalties and incentives.

So, the client collaborated with Forsys to implement the Conga Digital Commerce solution and track all the orders, billing, and payments. As a result, the ordering process is faster, incentive management is centralized, and user experience is seamless.



Industry
Machinery
Manufacturing



Revenue
\$45+ B



Employees
10,001+



Headquarters
Illinois, US

Business Challenge

Some of the business challenges that pressed the client to look for a self-service portal were:

- ➔ Used multiple tools for each marketplace and channel. Lacked a single source of information.
- ➔ Missed the panoramic view of the business performance.
- ➔ Needed a centralized partner ecosystem.
- ➔ Worked on the same opportunities as the client lacked a centrally managed system to explore newer prospects in the market.
- ➔ Required a centralized incentive and loyalty points calculation for the partners.



Transformation Journey

Forsys implemented Conga digital commerce to build a self-service platform for the heavy equipment manufacturer that resulted in:

- Centralized revenue from all the existing marketplaces
- Implemented self-service portals for end-users, partners, and dealers to find and buy products and services and extend support
- Configured a sales loyalty model that allows direct or indirect loyalty points for the existing partners
- Developed Order Fulfillment and Payment process for a quick ordering process
- Built their entire system on the cloud in just 12 weeks and went live

Impact

After implementing the Conga digital commerce platform, the client observed:

- ✔ **Increased revenue by centralizing the revenue from the existing marketplaces**
- ✔ **Centralized Partner and partner incentive management**
- ✔ **Established Partner-to-Product qualification criteria**
- ✔ **Created shopping cart experience that includes order, billing, and refunds management**
- ✔ **Built Self-service and Subscription Management for all the partners, customers for support and updates**
- ✔ **Improved customer retention by 18%**
- ✔ **Increased customer lifetime value by 23%**



About the Client

The client, headquartered in Illinois, US, manufactures and provides advanced products, technology, and services to the agricultural, lawn care equipment, forestry, construction, heavy equipment, diesel engines, and drivetrains industries. It also offers financial services and related activities to its customers.

Solution Components

Conga Digital Commerce