



Insight

The client had disparate ordering systems that lengthened sales cycles and resulted in poor customer experience. So, the client collaborated with Forsys to implement an online ordering solution to accelerate its business expansion and drive revenue.

Forsys implemented the Conga Digital Commerce solution, integrated it with different systems, designed a consistent client store branding, centralized user experience, reduced sales time, and more.

Mailing Solutions Company Sees 19% Increase in Market Share with Conga Digital Commerce Solution

Industry:

IT Services and
IT Consulting

Revenue

(TTM) \$1+ B

Employees

5001-10,000

Headquarters

Connecticut, USA







Business Challenges

The business challenges for the client were:

- ▶ Difficulty in operating the business due to a multi-system product list and disparate ordering systems.
- ▶ Existing systems and setup prolonged the sales cycles.
- ▶ Current Quote-to-Order process resulted in poor customer experience.
- ▶ Struggle to manage the deals digitally throughout the Quote-to-Order process.

Transformation Journey

As a part of the Conga Digital Commerce implementation, Forsys developed a product catalog and built other functionalities to improve user experience.

-  Designed a consistent client store branding with Angular UI on the Salesforce platform for all the Storefronts of the client.
-  Developed a browsing catalog with product hierarchy, product name, and product filters for a better search experience.
-  Created a uniform buying experience for all the customers with order history and relevant order status notifications.
-  Unified the system with Vertex for Tax information, CyberSource for Payment gateway, and Oracle ERP for order submission.
-  Integrated email confirmation on shipment and discount option on bundled products.
-  Merged discount coupons, related products, and national/government accounts (pricelist).

Impact

Post implementation, the client has:

- Enabled its customers to place orders for supplies and consumables in the e-commerce storefront for a seamless centralized customer experience.
- Created region-specific pricing for consumables based on the customer's location.
- Facilitated its users to see the product pricing, shipping cost, and taxes for the order cart in a single transaction window.
- Leveraged a single set of products and pricing across all sales channels to optimize operational redundancy.
- Increased market share by 19%
- Improved average contract value by 16%
- Enhanced cross-sell and upsell opportunities by ~30%

About the Client

The client, headquartered in Milford, Connecticut, is a global company specializing in mailing solutions, shipping services, digital communications, business process automation, and customer experience management. The company also offers consultancy, maintenance, financing solution services, and fully scalable solutions to businesses.

Solution Components

Conga Digital Commerce, Angular UI