

# Forsys Implements Conga Digital Commerce, Improves Customer Retention by 18% for a Video Tech Company

## Insight

The client is a video delivery technology and services company that wanted to build a digital commerce platform to unify its buying and selling experience, improve its sales opportunities and market share.

Forsys built an ecommerce portal for the client using Conga Digital Commerce solution with a set of products, integrated payment gateway, tax solutions, and more. As a result of the self-service store, the client now sees 19% improvement in market share and 30% increase in cross-sell and up-sell opportunities.

## Business Challenges

The key challenges for the client were:

- Absence of an Ecommerce Platform for a set of products to accelerate sales and revenue
- Building a solution to help the end users to register, purchase new products, and purchase history
- Development of capabilities that help the client's internal users to effectively manage the digital commerce platform
- Integration of Payment Gateway and Tax Services into the online portal
- Customization and configuration of the digital commerce portal with the client's UI requirements
- Integration of Orders and generation of reports



### Industry

Telecommunications



### Revenue

\$150+ M



### Employees

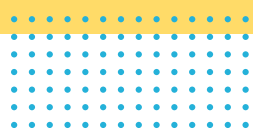
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### Headquarters

California, USA

# Transformation Journey



Forsys conducted workshops to define the business requirements, design the Solution Design Document with Functional Design, built the solution configuration, performed an end-to-end testing, and went live with the solution. To build the digital commerce, Forsys did the following:

- Built a Digital Commerce platform for a set of products and populated the Store Home Page with client's specific content
- Authentication of the ecommerce portal using Salesforce Communities for End Customer Community (affiliates)
- Development of Catalog Pages with different categories, products, and product search and list prices
- Integration of Payment Method (Either pay by invoice or with credit card) and Vertex Tax Engine
- Enabled Order Submission with validations of business rules (Sales order Integration); Email Notifications on Order Submission and Order Fulfillment are triggered from ERP
- Development of capabilities for the end user to login with an Id and password, browse the catalog, contract price lists per customer, add products to the cart, calculate tax, purchase, checkout with credit card/PO, and check order history
- Development of capabilities for Internal users to perform all the actions in salesforce/Conga CPQ Admin and manage Ecommerce users in Salesforce. Internal users can manage users, catalog, prices, access all the orders, configure reports/dashboards, and manage emails/notifications
- Integration of Cybersource payment gateway to handle online credit card transactions and Vertex Cloud API solution for tax calculation
- Configuration of the Digital Commerce portal with the client's branding guidelines
- Generation of Salesforce/Conga standard reports for Order History, Volumes, and Products
- Integration of Ecommerce Orders with the client's system interfaces
- Configuration of the online store with USD currency and English language



## Impact

The effect of building a digital commerce platform for the client are:

- ✓ **18%** improvement in customer retention
- ✓ **19%** increase in market share
- ✓ **23%** increase in customer lifetime value
- ✓ **30%** improvement in cross-sell and up-sell opportunities
- ✓ Unified buying and selling experience
- ✓ Faster ordering and quoting experience
- ✓ Assisted sales, Faster Time-to-Market, and Increased ROI
- ✓ Enabled Customer Support to solve Digital Commerce questions

## About the Client

The client, headquartered in San Jose, California, offers video delivery technology and services that support media companies and service providers in delivering ultra-high-quality broadcast and OTT video services to their consumers worldwide.

## Solution Components

Conga Digital Commerce, APIs, Angular JS, HTML & CSS Developer

