

How Tech Mahindra helped a leading engineering surfaces company revamp their global brand experience, redefine digital channels and secure up to 50% increase in order volumes

Summary:

A leading global engineering surfaces company wanted to consolidate their digital presence by doing away with their legacy website and consequently up the ante for online sales with renewed digital vigour. This meant bringing together all their brands under one single platform, to help them deliver a much-needed consistent, one-brand experience across the globe. Using Drupal and Magento, Tech Mahindra reconstructed and redesigned their digital platform to integrate with their vast dealer networks and inventory seamlessly, creating what is today a transformative experience for both B2C and B2B customers.

Background:

The client is the second largest global engineering surfaces company with over 27 warehouses and presence in over 15 countries, serving more than 1 million customers across the globe. While the client's offline sales were growing steadily, it was now imperative for the client to boost online sales and improve customer intimacy for their new "one brand experience" strategy.

Technical expertise and approach:

The strategy was to use a blended approach for both B2C and B2B consumers, serving their needs separately through two unique platforms, while managing data and back-end functionalities under one single platform. This was done in two phases.

In the first phase – "global website rollout" – Tech Mahindra built a single channel for all of the client's brands across geographies. The implementation of this digital portal using Magento-Drupal technology would bring all regions under a single touchpoint to promote the brands on a global scale.

In the second phase, Tech Mahindra architected an "online experience center" for customers to design their office or home space using the client's products. With the launch of an online B2B store for US, Canada and Mexico, orders from the region started pouring in during the very first month of launch. While order fulfillment from their dealer network continues to this day, the client now enjoys twice the amount of orders since their online channel was established for the region.

Challenges:

The biggest challenge for the client was to do away with the legacy website and accentuate online sales while providing a "one brand" experience to global consumers. This involved addressing the following areas of concern:



Lack of a consolidated and global brand identity for the client's own products as well as the products of sister concerns



Unavailability of a unified digital platform which could accommodate real-time user experiences and next generation marketing techniques, including VR/AR technology



Lack of relevant technology platforms to deploy, support and augment B2B marketing/sales techniques and expansion strategies



Inability to tap into online or digital platforms as an alternate source of revenue



Solution:

Tech Mahindra's proven Magento-Drupal capabilities enabled them to build a robust website that would help enhance customer experience while continuing to complement and enhance existing dealer networks and consolidating multiple B2B sites across geographies.

Solution highlights included:



A unique solution built on open source/cloud platforms with UXM + Drupal + Magento (content and commerce integrated strategy) that supported personalization, optimized search, online sample ordering, and integration with social media.



Unified platform: Real-time integration with disparate ERP systems and different business users using multiple logins, grouping regions and brand identities into a single global platform, while also providing state-of-the-art and consistent web experiences across all markets.



Design-centric platform: An "online experience center" with a visualizer that helps users imagine and design anything they pleased with the client's products, from their kitchen and office space to the color of laminates.



End-to-end integration with dealer networks and inventory databases/applications for bulk orders executed through the dealership. B2C support to connect dealers with the customer at the location.



A robust e-commerce strategy for managing B2B bulk orders and catalogues.

Business Outcomes:

With its newly designed and architected digital platform, the client is now enjoying a surge of leads, online orders, revenues and conversion rates, which were unimaginable in the past. The **global websites rollout** using Magento-Drupal technology and consequent promotions resulted in 50% increase in terms of page views with about 150,000 users. Meanwhile, the **B2B e-commerce implementation** for US, Canada and Mexico led to an increase of 50-55% order volumes within first 3 months of launch.

Benefits:



130+% growth rate of new B2B leads from the online platform



8% yearly growth rate of bulk online orders



Healthy conversion rate at 11.25%, far above industry average



A new benchmark set with 125+ new customers every month