

Create a World-Class CX Journey



With CxCommerce™, you'll benefit from an integrated, intuitive, SaaS-based eCommerce platform uniquely designed to deliver the digital CX journey today's customers expect.

STOREFRONT DESIGN

Provide Your Customers and Employees with a Modern, Intuitive, Thoughtfully Designed Experience that Helps Them Find Exactly What They Need Quickly.

Smart Search - Ensure visitors find the product they need using powerful keyword search, faceted search, YMME, filtering, and sorting by popularity, relevance, or alphabetical order. Analyze customer search terms to improve product descriptions and optimize conversion with dictionary synonyms.

Unified Site Management - Provide the flexibility regions or brands need to tailor and localize their storefronts to their target markets while maintaining compliance with regulations under a single instance.

Merchandising - Create and manage promotions and advertisements to clear out inventory of obsolete products with template-based promotion management. Review recommended promotions based on business rules.

Templates - Hit the ground running with proven, out-of-the-box, customizable templates that provide frictionless commerce.

Product Content - Product misidentification results in purchasing errors, returns, and unhappy customers. Take the uncertainty out of customer orders with a rich, immersive, multi-language storefront experience that provides all product details directly from your catalogs including part numbers, descriptions, part attributes, specifications, bill of materials, where used, schematics, training materials, data sheets, and product videos. And ensure your storefront stays up to date while moving at the speed of business with easy-to-use “no code” content management.

User Personalization - Delight your customers with a tailored experience based on their requirements, needs, and preferences.

Storefront Conversion - Convert visitors into customers with a streamlined customer experience tailored to your unique business needs.

Responsive UI - Optimize your storefront for any device your visitors use including laptop, mobile, or tablet.

Chat - Engage with visitors who need help finding what they need.

Shopping lists - Provide recommended shopping lists for your customers based on purchase history and fit. Allow customers to share shopping lists with business partners for collaborative ordering.

Suggestions - With complete order history and customer information, you can ensure your site and sales team are able to best serve each customer and their unique needs. This translates into AI-suggested cross-sell and upsell opportunities delivered via unique lists, kits, and recommended products.

Separate Testing Instance - Test your updated site before deploying to production to prevent any customer experience hiccups.

SEO - Optimize site pages so they rank high in searches, enabling your customers to quickly find your products.

Page Loading - Load pages quickly using Akamai CDN, providing visitors with a speedy experience.

Blogs - Keep your customers up to date on new products and industry news with a built-in blog.

Related Products - Automate product categorization and serve up kits using AI recommendations so that visitors remember to purchase required products. Group products by dimensions like good, better, best, or other attributes to provide customers with AI-driven recommendations.

Order History - Provide customers with a history of their orders, invoices, and shipments, making it easy for them to make future purchases and limit their number of support calls.

Relevance - Increase sales and AOV by displaying the most relevant parts based on the customer's intent and purchase history.

Administration - Your customer's experience is a reflection of the administration of your customer-facing systems behind the scenes. Feature-rich administration capabilities deliver a well-designed experience for all including user roles and privileges to control external and internal users order creation capability and access to data.

Monitor - Address issues and optimize conversion using real-time alerts and trend data. View recommended stocking adjustments for frequently out-of-stock products.

B2B

Provide Your Customers and Employees with a Modern, Intuitive, Thoughtfully Designed Experience that Helps Them Find Exactly What They Need Quickly.

Streamline Order Management - Manage complex B2B commercial terms including pricing, shipping, and billing with proven, real-time integrations with ERP and other back-office systems.

Customer Specific Pricing - Set pricing and shipment options based on business rules and control who can view pricing.

Intuitive Customer Self-Service - Send order and shipment status notifications via email, SMS, or WhatsApp. All stakeholders can receive notifications whether they are the sold-to, shipped-to, or bill-to party.

Painless Returns Management - Make returns simple for your customers while ensuring they comply with your warranty policy all online in a self-service manner.

Kits - Offers lists and kits based on customer search, intent, and purchase history.

Purchase Order Number - Track PO# with orders for easy B2B billing.

Transaction Documents - Provide shoppers with printable commercial invoices, packing slips, and order confirmation documents.

Shipment Priority - Decrease downtime by allowing customers to request rush shipments.

Preventive maintenance - Keep your customer's systems up and running by ensuring they receive replacement parts before they need them.

Integrated Learning Management - Empower your customers with service, installation, and product usage knowledge and training.

Collaborative Order Management - Many times the bill-to, ship-to, and sold-to parties are different. Network orders ensure all stakeholders have the necessary visibility into their orders while protecting confidential information like pricing.

Excel Import - Users can import Excel files with parts and quantities for quick shopping cart additions.

Excel Upload - Enable customers to quickly fill their shopping cart by uploading purchase selections from Excel.

Shipping - Lookup freight and shipping costs and provide customers with visibility into shipment status with real-time integrations with all major shipping carriers.

Single-Sign-On - Integrate to employee directories for single sign-on (SSO), making authentication easy for sales, employees, and external users.

HEADLESS COMMERCE

Leverage public APIs and web services that allow your customers to integrate directly and seamlessly with your eCommerce microservices.

Integrations – Integrating with existing systems doesn't need to be difficult. A modern customer experience requires a modern integration framework.

Real-Time Inventory Availability – Use web services to share or gain access to inventory with internal systems and partners, ensuring your customers always know what's available, where it's located and when it will ship.

Cross-Channel Commerce – Enable your partners and serve your joint customers better with streamlined system coordination.

Deep-Linking – Supply chain partners need to work together to take care of the end customer. One way to ensure this collaboration is through deep linking of product content from manufacturers to distributors and retailers so all parties have synchronized product content.

Governance and Compliance – Centralize administration of worldwide instances supporting multiple tenants; Ensure governance in a centralized and controlled manner. Achieve economies of scale and reduce the risk of data privacy litigation and cyber-attacks. Manage your customer information while adhering to privacy laws like CCPA and GDPR and SOC requirements.

IOT - Build loyalty and monetize your connected products with a better understanding of customer needs.

Connected Products - Use data from connected products to take care of your customers by initiating ubiquitous order management.

Web Services - Real-time web service integrations with back-office systems, shipping carriers, and channel partners to serve up availability, advance shipping notices, order status, product details, product search, pricing, and order placement.

CxAnalytics

Take better care of your customers with deep insights into what they need and how best to serve creating new revenue opportunities through loss sales analysis and product recommendations. Know who your top customers are and which ones are emerging as star customers. Increase your sales teams' productivity and your effectiveness in communicating with new prospects by leveraging insights from your best customers. Identify customers who are likely to be referenced, recommending your business to others. Understand your customers' impact on profit, growth, category mix, brand, quality preference, and promotion responsiveness.

Revenue Opportunities – Go beyond simple abandoned cart analysis and gain deeper customer and product insights with ML-based determination of users that had the intent to buy but didn't make a purchase. Take action and complete the order by following up with customers to understand what they need and address product information deficiencies, inventory, stock-out, and pricing issues. Reduce customer loss by reaching out early to at-risk customers.

Product recommendations – Empower your site and sales team with product promotions and recommendations based on customer analytics including items customers may not know you supply.

Customer engagement preference – Increase sales and sales team productivity by focusing your sales efforts to match how customers prefer to buy, whether it be online, over the phone, or in person.

Real-time – Analyze sales, customer, and prospect site activity data in real time so that you can quickly adjust to market trends.

Shifting buying patterns – Understand changes in your customers' buying patterns, including seasonal needs, and make recommendations for emerging products and categories.

Product – Understand sales volume, profitability, and lost sales by product and product group to optimize inventory stocking, pricing, and promotions.

Stock-outs – Know which customers to contact when stock-outs are replenished so you can proactively communicate and fulfill their needs.