



SUCCESS STORY MANUFACTURING

# INDUSTRIAL MANUFACTURER ELEVATES CUSTOMER ENGAGEMENT WITH LATEST ECOMMERCE TECHNOLOGY

Apexon deploys modern commerce experience  
with Optimizely B2B Cloud Commerce



**This company provides fabrication, prefab, and machining products along with related services to the manufacturing, energy, mining, forestry and construction industries.**

Over 35 years, it has grown into a world-class organization serving organizations throughout North America and into export markets. The various divisions of the company complement each other such that it is able to manage projects from one-off custom parts to assembly-line manufacturing. Its value proposition is the ability to manage any project, regardless of the customization required.

Translating that value proposition to an online world with an optimal customer experience proved to be a challenge without substantial investment. So, the client engaged Apexon to help them plot a path forward.



**Founded in 1976 in  
Nova Scotia, Canada**



**Serving north American  
and the Caribbean**



**Over 60 staff; 30,000+ square  
foot manufacturing facility**

## THE RESULTS

### KEY OUTCOMES



**A NEW MODERN  
ECOMMERCE EXPERIENCE**



**INCREASED CUSTOMER  
ENGAGEMENT ONLINE**



**FASTER SALES CYCLES,  
REDUCED COSTS,  
HIGHER REVENUES**

## THE CHALLENGE

# A DISCONNECTED COMMERCE EXPERIENCE HURTS CUSTOMER RETENTION

The client had struggled to connect its customer's journey between its corporate website and ecommerce portal. Each existed on its own, with little/no integration between the two. This created a static experience with no dynamic elements to help the customer move along in their buying and engagement process.

**For example:**



Its ERP system could not pull data automatically for order processing



A basic contact form led to piecemeal information and incomplete customer acquisition information



A lack of credit card payment options disappointed customers and created an outdated image for the entire company



Manual accumulation and processing of data caused meaningful delays in analysis, decisions, and actions



No shipping services were available, slowing the sales process and frustrating customers

All these factors disrupted the customer buying experience, causing a high rate of site abandonment, poor customer retention, and declining revenues.

## THE SOLUTION

# A CONNECTED COMMERCE EXPERIENCE ALIGNED TO THE COMPANY'S OFFERINGS

Apexon stepped in with a full implementation of the Optimizely B2B Commerce Cloud Online using Spire CMS. This provided the company's users with a modern, professional, and connected UX and CX that were much better aligned with the company's B2B offerings.

**Some of the specific functionality and capabilities deployed include:**



Custom automated jobs within the SAGE 300 ERP for parallel sync of product, category, customer, order history, invoice history, pricing, and order submission data



Multiple-file attachment capabilities to the contact form, effectively creating a lead generation model



Google Analytics 4 and Universal Analytics, generating actionable data and customer tracking across the platform



Moneris gateway to provide users with access to all the payment methods



Integration of AD for file import of images and documents, completing the product display pages

Apexon also trained the client's business team for autonomous maintenance with comprehensive standard operating procedures.

## OUTCOMES

The client established a modern, professional online presence, increasing customer engagement, satisfaction and revenues. Sales cycles moved faster, and the cost of sale was reduced. Some of the key drivers were:



A personalized eCommerce experience across a new domain



Enhanced user interface that made the physical to digital transition seamless



A structured balance between the IT and business objectives



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