MEDICAL INSTRUMENTATION BRAND LEVERAGES DIGITAL TO RECAPTURE MARKET SHARE

Apexon helps increase customer outreach and sales with feature-rich B2B commerce platform

With more than 15,000 products, this manufacturer offers one of the most comprehensive lines of diamond dental and surgical instrumentation with the goal of meeting the needs of any practice. Its direct-sales model allows it to provide the highest quality instrumentation at competitive prices.

The company takes pride in its loyal customer base. In a blind survey of dental practitioners using diamond dental instruments, it was favored by a 2-to-1 margin over its closest competitor. The company was also rated the #1 diamond brand in innovation, precision, quality, and assortment.

Despite its long-standing market leadership and loyal customer base, the company had fallen behind in its customer payment experience, specifically the payment options it offered. A lack of credit card payment gateways on its multi-site digital platform was increasing the outstanding credit and disrupting the B2B customer experience. So, the company partnered with Apexon to implement a B2B commerce store using the industry-leading B2B Commerce Cloud by Insite.

Founded in 1976

A comprehensive line of dental and surgical instrumentation made in the USA
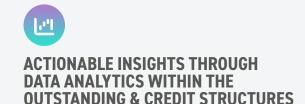
Direct sales model

THE RESULTS

KEY OUTCOMES

INCREASED MARKET SHARE, BRAND LOYALTY, & ADVOCACY

FASTER PAYMENT CYCLES AS A RESULT OF REDUCED OFFLINE PAYMENT HASSLES & MANUAL INVOICE HANDLING

IMPROVED UI & CX ACROSS THE ORGANIZATION FOR A STREAMLINED CUSTOMER JOURNEY

ACTIONABLE INSIGHTS THROUGH DATA ANALYTICS WITHIN THE OUTSTANDING & CREDIT STRUCTURES

THE CHALLENGE

A LACK OF CREDIT CARD PAYMENT GATEWAYS DISRUPTING THE CUSTOMER EXPERIENCE

When the company first decided to upgrade its B2B commerce experience, it started by implementing the Cenpos gateway. But this required a direct inflow through their websites into the AS Infor A+ system. And there wasn't any invoice tracking available, leaving the economic records in disarray. There were other challenges as well:

Key credit card checkout features such as saved selections, billing addresses and postal codes were lacking

The absence of an invoice-wise structure meant no flexibility in partial payments

Payment cycles were frequently uncoordinated as a result of excessive manual requirements

The lack of a seamless ecommerce experience led to customer distrust and loss of market share

THE SOLUTION

B2B PAYMENT GATEWAY & BACKEND INTEGRATION CREATE A MORE CUSTOMER-CENTRIC EXPERIENCE

The CX experts at Apexon took a two-step approach to bring the brand's core functionalities at par with customer and market expectations.

1

Apexon helped the company reimagine the user experience for its B2B customers and its most used B2B security solutions, including:

Integration with PCA predict for address lookup and validation; Avalara for tax calculations

Integration with ERP Infor A+ for product catalog, pricing, customer, salesperson

Integrations with ERP for Order and Invoice history

Integration with PCA predict for address lookup and validation

Integration with CENPOS for credit card payment

Integration with Google Analytics/ GTM

2

Developed comprehensive functionality to enhance and streamline the B2B customer experience, including:

A unified view of the invoice history at a single dashboard

A detailed Outstanding Invoices page reflecting real-time balances and pending invoices

Single and multiple invoice selections with pre-populated credit card information

A Pay Account Balance button for one-stop checkout window and saved credit cards

All content and product information aligned with new features to maximize conversions

A comprehensive credit system segregating outstanding lists and credits for one-to-one applications

Best price logic for customers using contract pricing and global promotions

Volume-based pricing rules

Customizations to promotion engine to define new rule types

Sales rep order placement on behalf of customers
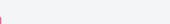
New user registration workflow

New Daily Order and New User reports

Apexon also recommended and implemented solutions to improve the site performance through use of caching and modification of static content. We also upgraded the site with the latest patch release for Insite Commerce 4.2 version.

OUTCOMES

The new B2B website was successfully launched in August 2017 and immediately contributed to the client recapturing lost market share and gaining new share. Some of the specific outcomes include:

Increased market share, brand loyalty, and advocacy

Increased customer outreach and sales through a modern, feature-rich B2B platform

Faster payment cycles as a result of fewer offline payment hassles and reduced manual handling of invoices

Improved UI and CX across the organization for a streamlined customer journey

Actionable insights through data analytics within the outstanding and credit structures

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