CSSCOMMERCE

SUPERIOR COMMUNICATIONS

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Superior Communications (SP) is the nation's largest B2B supplier in the wireless accessories industry. They provide large carriers such as Verizon, AT&T, T-Mobile with comprehensive end-to-end solutions, including consulting & advisory services, product design & engineering, manufacture, transportation & distribution, retail program management, merchandising, marketing collateral development and sales.

SUPERIOR
C O M M U N I C A T I O N S

Your Success is our Commitment

We deliver unparalleled industry expertise, best-in-class infrastructure and data-driven insights to grow your wireless accessories business.

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EXECUTIVE SUMMARY

Superior's previous attempts (along with the rest of the industry) at providing a B2B ecommerce solution for customers with multiple retail locations required users to purchase products for one store at a time. Customers with hundreds of brick-and-mortar locations were either required to blindly email or upload files for processing with little or no feedback on the resulting orders, or, if the customer wanted to be able to ensure inventory was available for the products they needed, create, and pay for each retail location, one at a time.

While Superior had created UI mockups for a system that would solve for these issues, they needed an integrator that could actually code a system capable of delivering on the concept of allowing customers to purchase and pay for products for multiple locations in multiple ways in a single UI.

Delivery of thousands of SKUs to hundreds of stores on a single interface became an earthshaking 'weight-loss' miracle. The shopping cart became feather-light, the interface highly intuitive, and customers' painful ordering burden was removed. Customers were left with no obstacles, but to smoothly ride on a great experience while making orders.

Not only did customers experience tremendous improvement, but Superior Communications was also able to increase its bottom-line – increased customer-base, boosted customer loyalty, and stretched-out profit margins due to technologically-driven cost-cutting.

CSS Commerce delivered a competitive advantage to SC... and SC delivered unmatched benefits to its customers. It was a win-win-win situation.

PROBLEM STATEMENT

⚠ Superior's existing ecommerce solution was time-consuming and laborious when it comes to replenishing items for each of their several stores in multiple locations spread across a wide territory. It became a norm for many of them to spend a whole day doing this... not just making an order for one shipping location at a time, but verifying that orders in each location are accurate.

⚠ Customers with hundreds of locations required teams of buyers working on a daily basis to create the store level orders needed to maintain adequate stock levels at each retail location. Not only was this expensive for Superiors customer's it also resulted in order errors – many of the errors arising from the process of downloading data onto a spreadsheet, manipulating it, and uploading the final output back to the server.

⚠ Customers suffered the pain of wasting time and effort making orders, only to bump into inventory errors and or create avoidable returns. Returns meant more waiting time, more wastage of effort, and dampened customer satisfaction.

⚠ Superior's large brick and mortar customers / buyers needed a B2B solution for ordering for multiple (500 or more) locations that didn't involve them creating hundreds of individual orders or blindly uploading an order import file with no knowledge of Superior's on-hand inventory. The solution for this type of problem did not exist at the time.

⚠ Superior also needed to break away from in-house custom software and move to an extensible platform that allowed them to scale server and development resources.

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BUSINESS NEEDS

The following were business needs identified from SCP Need Assessment carried out by CSS Commerce experts:

- ✓ Create a multi-location shopping cart.
- ✓ Allow customers to purchase from one or more locations at the product level.
- ✓ Deliver thousands of SKUs to hundreds of stores across North America on a single interface with multiple views of the order process
- ✓ Flexible payment options that allow customers to pay for multi store orders in one transaction via PO, Credit Cart, or ACH

REQUIRED CAPABILITIES

The following were some of the required capabilities of the newly innovated system:

- ✓ Move from in-house development to PasS including scalable development and server resources.
- ✓ Creation of PIM DAMs for product management.
- ✓ Integration with Superior's ERP system
- ✓ Back-end integration with Customer's POS systems (Insertion of Invoices and POs)
- ✓ SKU management based on POS integrations.
- ✓ Support for Drop Ship orders and vendors.
- ✓ Ability to process very large import files that are inserted into the customer's cart for validation.
- ✓ Quality caps for specific products
- ✓ Automated, carrier controlled, location/address management for specific customers and storefronts.
- ✓ Ability to spin-up multiple storefronts with multiple price catalogs managed by the ERP
- ✓ Customer level shipping configurations / free shipping tiers
- ✓ Single store mode for users comfortable with an Amazon type shopping experience
- ✓ Robust import / export functionality supporting multiple POS formats.
- ✓ Order cloning.
- ✓ Allow users to save their cart.
- ✓ Allow customers/buyers who are more comfortable working in Excel to download, adjust and upload changes back into the customer's cart for checkout.
- ✓ Customer configurable user roles and hierarchy.
- ✓ Customer configurable Order Approval process

WHAT CSS COMMERCE ACCOMPLISHED

➤ CSS Commerce, an expert in the Magento e-commerce platform, implemented the customer's vision for multi-location checkout system and solved for the inherent performance problems created by the complex cart presentation and verification system.

➤ Based on a careful assessment of SCP business needs and outlined business requirements, CSS Commerce was able to extend the functionality of SCP's Magento Cloud Platform to deliver thousands of SKUs to hundreds of stores on a single interface – this is a breakthrough that was considered impossible at the time. But, CSS Commerce expertise, gained from years of Magento platform design, re-engineering, customization, and innovation made all the difference.

➤ At CSS Commerce, the results speak for themselves. We are humbled by this achievement that would not have happened had Superior not entrusted us with their most precious asset – their customers. We've done it, although the bragging rights unreservedly belongs to Superior.

BUSINESS RESULTS

In the end, a technological breakthrough without improved business results is simply much ado about nothing. Let's look at some of the business results that SCP and its stakeholders have experienced from CSS Commerce's highly innovative Magento multi-location shopping cart:

1. Improved Brand Leadership
SCP became an industry leader in Magento shopping cart innovation. This has boosted its reputation thus raising its brand leadership. This has resulted in positive goodwill.

2. Increased Customer Satisfaction
The increase in goodwill is evidenced by the highly improved rate of customer satisfaction. This increased rate of customer satisfaction is attributed to the supercharged customer experience.

3. Enhanced Customer Loyalty
With customer time spent on the shopping cart being cut down by over 75%, this has resulted in more orders, and improved customer loyalty. This customer loyalty can be witnessed by the high retention rate accompanied by increased purchases by existing customers.

4. Expanded Customer Base
Apart from a high retention rate, new customers have been added. The primary source of these new customers is from referrals and recommendations by the existing base of highly satisfied loyal customers.

5. Reduction of Order Errors
Another big boost from this innovative endeavor from CSS Commerce is that the number of order errors has been significantly reduced.

6. Expanded Gains
The overall benefit is that costs have significantly gone down, profit margin expanded and thus Superior Communications is left with a comfortable profit margin to invest more, improve stakeholders' reward, and continue fueling this innovative trajectory.

... AND WHO GAINS FROM THESE RESULTS?

✅ **Customers –** thousands of hours have been slashed from the purchasing process. Speed, convenience, and accuracy have boosted customer experience.

✅ **IT staff –** development and server maintenance no longer falls entirely on their shoulders. Development timeframes can be reduced by scaling work across as multiple CSS Commerce developers in multiple disciplines instead of falling on one or two Superior employees.

✅ **Superior management –** innovative cost-cutting means more profits at the same price. This translates to increased wealth shareable across the ownership layers. Customer satisfaction means more Goodwill. More goodwill translates not only to more wealth, but also a boost in future wealth-generation capability.

✅ **The industry –** the e-commerce industry as a whole is going to gain immensely from the new standard of shopping cart innovation. This case study will provide them with encouragement, confidence, and means to improve on their own shopping carts.

WHAT MADE CSS COMMERCE'S PARTNERSHIP YIELD SUCH PHENOMENAL RESULTS?

Customer focus was the key. It took a different kind of mindset with a unique attitude to know what is required from the partnership.

With customer focus, CSS Commerce had to step into the customer's shopping journey using the customer's own shoes just to gain a full experience of what the customer goes through. It wasn't pleasant. Something had to change... and change fast... and drastically.

The journey had to be reinvented and the shoes redesigned. At every stage of innovation, the shoe had to be tested on the path that had just been paved. It took incredible effort, extreme resilience, powerful motivation from the CSS Commerce team and great inspiration from Superior's vision.

This is a first of a kind, industry first, solution created by CSS Commerce using Magento and Pimcore frameworks. Together with our partner, we can now relax a little as we witness a phenomenal growth in sales and positive customer feedback.