

CASE STUDY | 3A COMPOSITES

You built it. But will they come?

The story of user adoption, B2B habits and
an SAPintegrated web-based customer
service channel. →

ABOUT 3A COMPOSITES



3A Composites has a global footprint and manufactures lightweight materials like aluminum composite panels, foamed plastic sheets, foamboards, soft foam and core materials.

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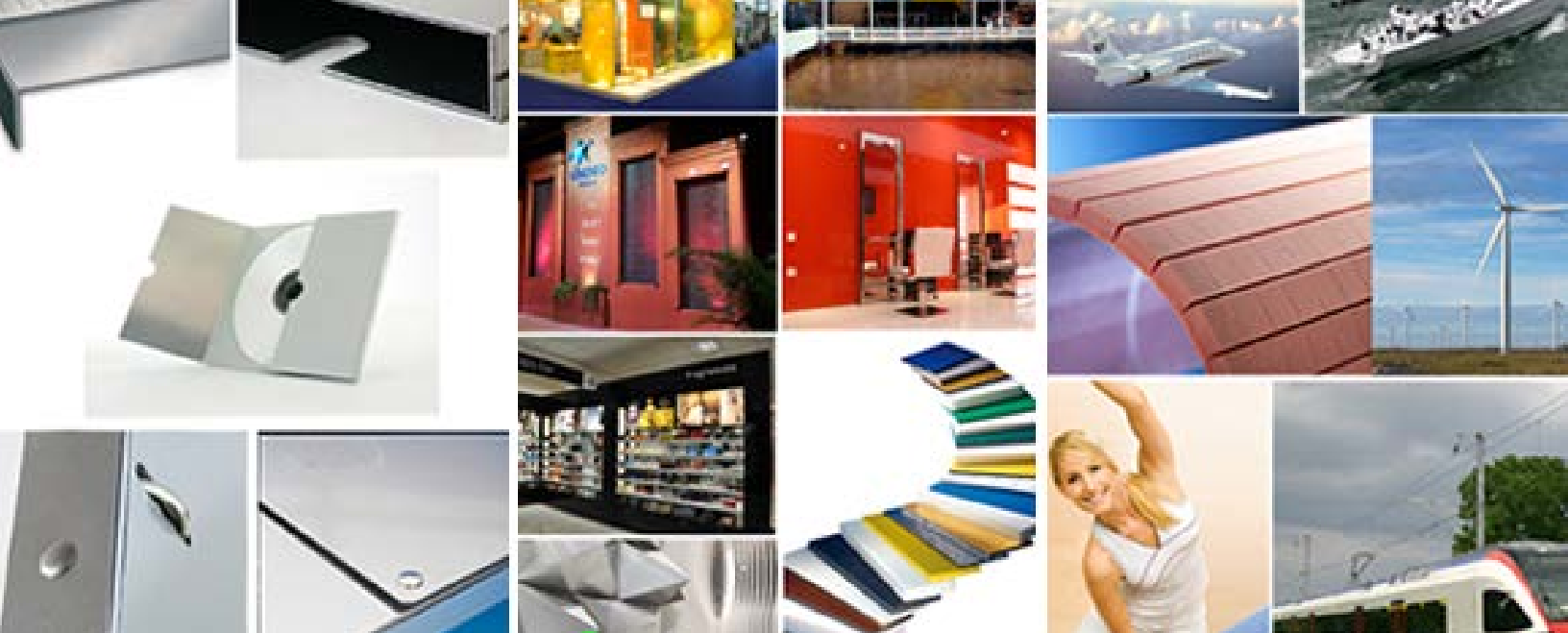
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The Challenge

How did we help 3A successfully introduce a web channel to existing customers with ingrained habits? We found a way. →



3A COMPOSITES IS A DIVISION OF SWISS-BASED SCHWEITER TECHNOLOGIES AG. The company has a global footprint and is engaged in developing, manufacturing and commercializing advanced technologies and converting commodity materials like aluminum, paper, plastics and balsa wood into uniquely lightweight solutions such as aluminum composite panels, foamed plastic sheets, foamboards, soft foam and core materials.

Recently, 3A Composites partnered with Corevist to develop and launch myaccount.3AC.com – a business-to-business post-order-entry customer service portal that features real-time integration with SAP.

The new site gives 3A's customers the ability to track orders and reprint documents such as order confirmations, invoices and more.

However, the launch of this new web-based customer service channel was only part of the story. Before it could be called a success, 3A's customers needed to know about the system and use it regularly. But, these customers were accustomed to ordering via phone, email, EDI and fax, which meant high rates of user adoption were going to be a challenge.

So, how did we help 3A successfully introduce a web channel to existing customers with ingrained habits? We found a way.

section 2

Design Constraints & Business Requirements

3A Composites had a few parameters. →



THE TECHNOLOGY IN PLACE AT 3A COMPOSITES INCLUDED:

- SAP ECC 6.0
- Esker Automated Sales Order Processing

3A COMPOSITES WANTED TO:

- Make it as easy as possible for B2B customers to self-serve routine order management needs through the company's web-based customer service channel.
- Leverage an existing investment in a fax-to-SAP sales order processing solution from Esker.
- Reduce (or eliminate) the volume of calls to customer service reps concerning routine and mundane inquiries about order, inventory and delivery status.

section 3

What We Did

Our implementation gave 3A Composites complete control. →

WE CREATED AN AUTOMATED SAP GENERATED EMAIL-BASED ORDER CONFIRMATION PROCESS WITH CUSTOM BUSINESS LOGIC.

3A Composites was already using the Esker Automated Sales Order Processing solution to receive inbound fax-based orders into the company's SAP system.

After a new fax-based order comes in, our solution sends the customer an order confirmation email with a hyperlink back to 3A's website.

This process allows customers to continue to place orders via fax, but creates an easy, frictionless path back to the new web-based customer service channel.

Our implementation includes custom logic that:

Creates a link back to <https://myaccount.3ac.com/cart/show?xxxxx> where "xxxxx" is the order number.

Determines which email address(es) should receive email confirmations, based on the SAP customer master record.

Excludes web-based orders, since the website already sends confirmations.

Allows 3A to control on a customer-by-customer basis whether the system should send email order confirmations as a PDF attachment or as a link back to the website. (Some customers simply prefer the PDF attachment, so we accommodated that request.)

Our implementation also gave 3A Composites complete control over the text and format of their confirmation emails, including:

- The general text section that applies to all order confirmation emails.
- Unique text blocks for each distribution channel.
- Formatting of the email including fonts, colors, logos, bullets, etc.

Our solution is also multilingual to support the pending launch of a Latin American implementation.

section 4

The Results

The soaring improvements. →

USER ADOPTION RATES OF 3A COMPOSITES' B2B CUSTOMER SERVICE SITE HAVE SOARED FROM LESS THAN 1% TO GREATER THAN 80%.

Huge efficiency improvements among the company's Customer Service Reps.

According to Kirk Jones, 3A Composites' Chief Information Officer, "March 2013 was our first month using the automated email confirmation messages. During that month, 869 orders were created and we averaged roughly 200 orders per week. According to our web analytics data, each week 150 of those orders are being accessed through our new B2B site. That's phenomenal!"

"Since this system launched, we've only had to revert to PDF confirmations on 52 orders, out of 1404. That's less than 4%. I'm quite pleasantly surprised by this number."

Our user adoption rates for our B2B customer self-service site have soared from less than 1% to greater than 80%. That's phenomenal.



KIRK JONES

Chief Information Officer
3A Composites

section 5

What 3A Composites' Customers Are Saying

Don't take our word for it. →

The invoice data on this website will help us reconcile quicker! We're experiencing mail delays up here in Canada. Now, we can match our monthly statements with yours.



This is going to replace so many time-consuming phone calls. Now, with this website, the information is at our fingertips and we can access it any time of day or night.



We plan our own truck shipments. Now with your product availability information online, this will help us load full trucks.



This will be a HUGE help for us in our Operations.



Want to learn more?

Find out how Corevist Commerce
can help companies like yours.

GET A DEMO



At Corevist, we help companies like yours every day. Through close relationships with partners like Magento and SAP, we help our B2B clients achieve the ecommerce solution they need today – and we help them prepare for the future.

Get in touch with us today to learn more.

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