CORESHOP
SOLUTIONS FOR COMMERCE

SUPERIOR COMMUNICATIONS – A CASE STUDY

Superior Communications is a B2B mobile accessories and service delivery that provides a complete range of mobile accessories and services to big communication companies across North America.

SUMMARY

Superior Cloud Platform (SCP) is a B2B e-commerce cloud platform that Superior Communications uses to provide Platform-as-a-Service (PaaS) to retail outlets dealing in mobile accessories. This platform is integrated with Magento Commerce as its core engine.

SCP faced challenges in customer shopping cart experience. The problem became very pronounced with those large-scale retail customers who had stores in multiple locations spread across diverse territories. A solution had to be found.

SCP engaged CoreShop Solutions and Magento, an implementation and innovation expert, to come to their rescue. CoreShop Solutions quickly came up with a highly innovative and extremely sophisticated B2B multi-location ordering and replenishment cart based on Magento. This became an instant e-commerce revolution in as far as Magento is concerned.

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 fatten its bottom-line – increased customer-base, boosted customer loyalty, and stretched-out profit margins due to technologically-driven extreme cost-cutting.

CoreShop delivered a competitive advantage to SCP… and SCP delivered unmatched benefits to its customers. It was a win-win-win situation.

PROBLEM STATEMENT

Superior Communications wanted to update its Superior Cloud Platform (SCP) so that it would be able to meet the needs of its expanding business while relieving the pain-points that its large-scale multi-location retailers faced.

Relying on Magento Cloud Commerce, SCP faced the challenge of having a customized shopping cart that would serve multi-location B2B customers in a fast, synchronized, and seamless fashion.

While Magento is easy to implement for B2C customers, large retail store customers found it extremely 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.

Those stores with hundreds of locations meant that a specially dedicated team of ordering staff had to be assigned this work on a daily basis… thus increasing labor cost, consuming many unproductive labor-hours, and incurring a lot of 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 errors and make avoidable returns. Returns meant more waiting time, more wastage of effort, and dampened customer satisfaction.

This problem became unbearable as SCP was losing a lot of opportunities. Eventually, SCP decided to partner with CoreShop Solutions, a Magento innovation expert.

BUSINESS NEEDS

The following were business needs identified from SCP Need Assessment carried out by CoreShop's experts:

- Create a multi-location shopping cart
- Deliver thousands of SKUs to hundreds of stores across North America on a single interface with multiple views and checking processes.
- Ensure that multivendor-facility is not compromised while innovating the existing platform

Required Capabilities

The following were some of the required capabilities of the newly innovated system:
- Being able to retain multi-vendor feature for B2B customers
- Seamlessly integrating the multi-location shopping cart with multi-vendor facility
- Ensuring that clients are able to have multi-views and multi-processes without interface dislocation
- Boosting the shopping cart experience

WHAT CORESHOP SOLUTIONS DID

CoreShop Solutions, an expert in the Magento e-commerce platform, designed a custom multi-location shopping cart that provided customers with multi-views and multi-processes all under one interface without compromising on the multi-vendor feature.

Based on a careful assessment of SCP business needs and outlined business requirements, CoreShop Solutions 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 unimaginable and utterly impossible. But, CoreShop Solutions' expertise gained from years of Magento platform redesign, re-engineering, customization, and innovation made all the difference.

Due to CoreShop Solutions, SCP was able not to just gain a competitive advantage over its crowd of competitors, but a really unfair competitive advantage since the innovation simply shoveled off loads of competition paving the way for SCP to break existing standards and scale the heights.

At CoreShop Solutions, the results speak for themselves. We are humbled by this magnificent achievement that would not have happened had SCP not entrusted us with their most precious asset – the customers. We've done it. The bragging rights unreservedly belongs to SCP.

BUSINESS RESULTS

At the end of it, 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 CoreShop'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. **Exterminated Bugs**

Another big boost from this innovative endeavor from CoreShop Solutions is that the rate of errors has been astronomically reduced from the nearly unmanageable levels to less than 10%.

As a result of this huge slump in errors, returns have also decreased by an astounding rate.

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 shopping hours have been slashed. Speed, convenience, and accuracy have boosted customer experience.

- IT, Sales and Marketing staff – hundreds of painstaking customer service labor-hours have been cut. This leaves the sales and marketing team with more time to think creatively and more intelligently. To the IT staff, no more sleepless nights trying to figure out what could be the problem with the avalanche of shopping cart errors, complaints, and abnormal terminations. Staff can breathe easier and happier.

- SCP ownership – 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. Eventually, the industry will stand high above the rest in terms of IT innovation.

What Made CoreShop Solutions' 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, CoreShop Solutions 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 SCP team and great inspiration from SCP vision. With such a great partner, we did not only go far beyond the horizon of impossibility but also fast.

With a lean and agile team, yet flexibly innovative, we did cut out the excess bug-gage by remaining razor-sharp in pursuit of our mission. It was a great test of technological fitness and finesse.

Together with our partner, we can now smile as we witness customers joyfully making a smooth ride on their shopping experience.

A NEW E-COMMERCE BENCHMARK – THANKS TO CORESHOP'S MAGENTO INNOVATION

Creating a solution that allows comparisons, multi-location orders and easy re-orders per location and of course by SKU cut time, reduced errors and improved satisfaction across the board is a new e-commerce benchmark.

This is a shopping cart that buyers can use to look across multiple locations, compare orders, ensure accuracy and deliver to multiple locations in one cart.

No other Magento B2B solution does this, not that we or any of the vendors and tech providers have ever seen before. We created this solution from scratch using the Magento and Pimcore Frameworks.