



Summary:

Scope: Canon eStore Replacement
Client : Canon U.S.A., Inc.
Industry : Retail
Environment: WCS version: 6.0.0.4
WAS version: 6.0.2.23
Database: Oracle 10.2
Sales Center v6.0.0.4

Overview:

Canon U.S.A., Inc., headquartered in Lake Success, New York, is a leader in professional business and consumer imaging equipment and information systems with an extensive product line and digital solutions.

With its online channel and Customer Support a critical part of its growth strategy, Canon needed a commerce platform that would support and fuel its online business growth — not constrain it. Canon needed more flexibility to pursue creative, customer-centric business strategies.

The Challenge:

Canon's existing system for Customer Support - BOS used a separate database apart from eStore database (Microsoft Commerce Server). This gave rise to Due intermittent problem like data discrepancy, un synchronized on time data, system crash during peak time, lack of returns functionality, non reliability, non scalability etc.

Canon envisioned a seamless, secure, end-to-end customer support application platform that would simplify the CSR operation. More than two-thirds of customers were unsatisfied with agent-assisted phone support, hence the need for a new call center application. The business need was to accommodate the high volume of requests they receive and for their call center representatives to have adequate access to customer data and order data from other channels – as most call center representatives were equipped to perform cross-sell and up-sell activities, which in turn gains additional revenue opportunities.

Solutions:

IBM Sales Center for WebSphere Commerce is an application for customer service representatives that leverages the catalog, order management, promotions, and merchandising capabilities of WebSphere Commerce to provide call center representatives with the functionalities they require to service and up-sell to cross-channel customers.

The above drawbacks were overcome by, replacing the existing system with WebSphere Commerce Server along with IBM Sales center for WebSphere Commerce. IBM Sales Center for WebSphere Commerce helps address the customer support challenges faced by Cannon and would help contribute to a more efficient call center operation.

Solution areas covered: Business-to-Business, Business Continuity, Business Performance Transformation, Business Resiliency, Customer Relationship Management, Empowering People, Information On Demand, Infrastructure Simplification, Large Business, Transforming Business

Key Steps:

Customizations Undertaken:

- **Working with stores:** Changed the default Store as CUSA B2C shopper Organization and made it default in all the searches.
- **Creating new customers and working with existing customers:** Extensive customizations like adding a new fields like company name, Tax ID, Login ID editable, City, State and Zip Code validation with Third party VERTEX system through WebSphere MQ.
- **Performing order-related actions:** Customizations like Guest shopper functionality in B2B site, Address Update APAR issue, Order Item page changes so called shipping address display change, Price override, shipping override, new payment method added, payment validations.
- **Performing quote-related activities:** Disabled the functionality of Quote related activities in all over the application.
- **Performing product-related activities:** Price Override Zero functionality, Order summary page display with all the ordered product, uPromise Code, Fedex Shipping Tracking link, UPS Recycling Label display.
- **Returns:** New business process like Returns with replacement, Returns without replacement, credit only, Replacement only. Able to create replacement order from returns.
- **User experience features:** Role Based Customization for menu and controls. Complete UI changes in all the subsystems.
- **Inventory:** Quantity on hand in product dialogs, order summary page.
- **Marketing:** Request for promotions. Apply coupon code functionality.
- **Technical Customizations:** Creating new Widget Manager, Page Managers, Service handlers, Service Requestors, BOD Message Mappers, Sales Center Server Side Code, IBM Sales Center Registry, Plugin projects, Configurations, Validators.

Benefits:


- 60 percent increase in online conversion rate
- Increase in customer satisfaction
- 30 percent increase in peak transaction volume with no adverse impact on performance or reliability
- Increase online sales and reduce return rates
- Improve customer satisfaction and loyalty
- Improve search ranking and drive qualified leads
- Provide better understanding of customer wants and needs


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