



## Summary:

Scope: GG Bailey eStore Maintenance Project  
Client : Racemark International, USA.  
Industry : Retail  
Environment : Web Sphere Commerce Express v6.0.0.3  
Windows 2003 server  
Database: IBM DB2 Express V8.1.8

## Overview:

Racemark International, headquartered in Malta, New York, is a global supplier to the original equipment automotive markets in North America, Europe, and Japan, providing custom automobile floor mats, trunk mats, seat covers and seat vests®. Racemark founded in 1964, has established a leading position in an important market; the high-quality, high-visibility, automotive accessory market for the prestigious and quality-conscious consumer.

GG Bailey is part of the [Racemark](#) group formed as to provide an online channel and Customer Support which was a key focus area in their growth strategy, Racemark needed a commerce platform that would provide all the standard online features as well as the flexibility to provide its affluent customers the opportunity to pursue creative, customer-centric options like designing their own designer mats etc.

## The Challenge:

Racemark wanted a complete solution that could support both business-to-business and business-to-consumers customizable to provide their changing business strategies

Racemark envisioned a seamless, secure, end-to-end customer support application platform that would simplify their Customer Service and Support operations. The business need was to accommodate higher volume of requests online and be able to track and customer data and order data online, thus generating a additional revenue opportunities.

Being a growing mid-market company doing business on the web, they needed support for maintenance and customization of their site too.

## Solutions:

IBM® WebSphere® Commerce - Express is a complete solution to help growing mid-market companies do business on the Web. Easily installable and affordable, it can support both business-to-business and business-to-consumer needs. With inbuilt capabilities one needs to get started, it provides many advanced features to grow into , enabling easy creation and customization of the store with its nimble, fast-loading development tools.

The B2C e-Commerce web shop apart from providing all standard commerce features also centers to allowing the customers to design their own product allowing a variety of customizations options

Cnetric Offshore WCS team has been involved in the customization and regular maintenance of the Racemark online store.

## Key Steps:

### Customization & Maintenance Undertaken:

- **Catalog Loading:** loading new catalog for Year, Make, Model and sub model on the production database to avail new products to customers.
- **Creating New reports:** Created new reports under operational reports in the accelerator for monitoring the business.  
E.g. Promo code report, Shipped order report.
- **E-Marketing spots:** Created E-Marketing spots for Home Page images and configuration page for changing in the accelerator with out IT involvement.
- **Tracking code addition:** added tracking code for the website (Google Conversion, yahoo code, Web Trends Code and Orange soda).
- **Messaging configuration:** Messaging configuration for sending emails for order confirmation and shipping confirmation to both registered and guest customers.
- **SEO Implementation:** Search Engine Optimization was done to the site Title, Header and Meta data for all the pages to make the site more user friendly for searching through the web.
- **Payment method and shipping charge issues:** Given solution for Discover payment method processing and shipping charge issue for Swiss post international shipping method.
- **Store Customizations:** Header and footer page modifications. Validations for Zip code, Email address and Phone number.

## Benefits:


- Increased customer service
- Increased online sales
- Improved customer satisfaction and loyalty
- Improved search ranking and drive qualified leads
- Provided better understanding of customer wants and needs


## For Further Information, Please Contact:

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