GROWTH THROUGH E-COMMERCE AUTOMATION – IMPLEMENTATION FOR CUSTOM STAIRCASE MANUFACTURING

PROJECT OVERVIEW

In the ever-evolving landscape of e-Commerce & e-Business, companies must stay ahead of the curve by continuously innovating to meet customer demands. In this article, we will explore how PixelMechanics spearheaded the implementation of Adobe Commerce for e-Commerce automation to transform a staircase manufacturers business and at the same time facilitate the online-sale of customized staircases without any involvement of sales teams. Thereby we not only reduced the time to calculate RfPs to 0 but also increased sales significantly.

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THE CHALLENGE FACED BY THE STAIRCASE MANUFACTURER

Previously, the staircase manufacturer relied on a small group of specialists to manually calculate the specifications for their custom staircases. This approach not only created a "know-how risk" for specialists leaving the company, but also restricted the company's growth potential due to scalability limitations. Recognizing the need for change, the staircase manufacturer entrusted PixelMechanics with the task of implementing Magento Open Source to revolutionize their business model by automated calculation with a custom staircase calculator.Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh

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IMPLEMENTING THE NEW E-COMMERCE SHOP WITH MAGENTO OPEN SOURCE

The first step in the digital transformation process was for PixelMechanics to implement Magento Open Source as the foundation for the new online store. Magento as powerful platform enabled the creation of a highly customizable and scalable e-Commerce solution tailored to the unique business needs of the manufacturer.

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DEVELOPING THE CUSTOM STAIRCASE CONFIGURATOR

To address the specific challenges associated with custom staircase production, we developed a sophisticated Product Configurator. This innovative web-base Configurator allows customers to input their room specifications, such as height and layout, and receive real-time pricing based on their selections.

By automating this process, we helped the manufacturer to eliminate the need for manual calculations and streamline the customer experience.

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INTEGRATING E-COMMERCE AUTOMATION FOR MANUFACTURING

In an additional step we also ensured seamless integration of e-Commerce automation for the manufacturing process. Once a customer finalizes their order and makes successful payment, the custom staircase parameters are sent to the companies CNC machines for the manufacturing process. This integration guarantees a smooth transition from the design phase to manufacturing. Additionally, package measurements are automatically transferred to logistics companies for on-time delivery, further enhancing the customer experience.

PixelMechanics' successful digital transformation demonstrates our commitment to innovation and excellence. By developing a custom Magento store, a state-of-the-art stair configurator, and automating production processes, we have helped the manufacturer revolutionize their business and established our client as a leader in e-Commerce automation.

- The digital transformation led by PixelMechanics has yielded impressive results and increased revenue for the D2C-Manufacturer.

- The solution has reduced the time necessary on each project request-for-proposals (RfP) from 2 hours per inquiry to zero hours.

- The custom built configurator minimized the risk of depending on a limited number of specialists, and unlocked the potential for scalable company growth.

- In addition the flexible approach to the real-time-calculation of the staircases also allowed an easy adjustment to varying material prices for the staircases to stay profitable.

- The manufacturer increased sales and revenue and was able to expand their production to additional machines to compensate for the increased sales-success.
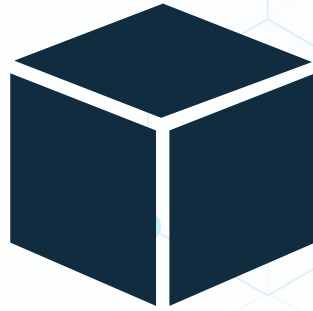
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BENEFITS DERIVED FROM THE PROJECT

This projects success story serves as a testament to the power and benefits of a well-executed digitalization process in e-business. Highly personalised realtime-quoting is a real asset in todays business and showed impressive results for the manufacturer.
If you're interested in discovering how PixelMechanics can revolutionize your business with Adobe Commerce or Magento open source enhancing e-Commerce automation, don't hesitate to reach out and explore the possibilities.

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ABOUT US

With an international team of specialists based in several continents, we are working on opening new potentials for your customers from a wide range of industries every day since 2008. Over 800 projects, our courage to break new ground, our pioneering spirit and our belief in the limitless possibilities of the digital world are what set us apart.

IN THE BUSINESS SINCE 2008

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Email : kontakt@pixelmechanics.de
Website: www.pixelmechanics.de

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