



CREATING A CLEAR DIGITAL PATH FOR AFTERMARKET GROWTH WITH SALESFORCE COMMERCE CLOUD

**Supercharge Salesforce Commerce Cloud Using these Five Tips for
Building an Agile and Resilient Aftermarket Business**



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salesforce partner

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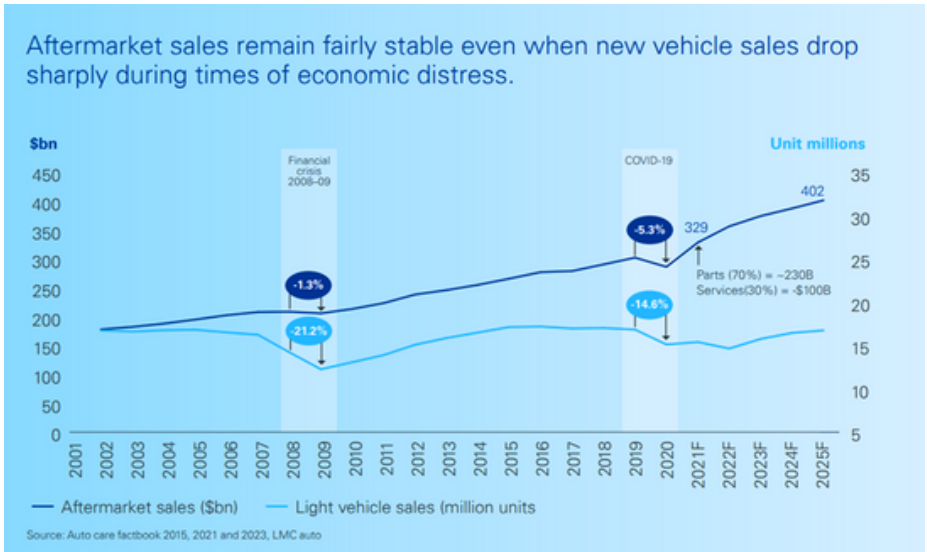
Economic Uncertainties Happen!

Spreadsheets and Wasted Time Assisting Clients on the Phone are not the Answer.

Utilize these 5 tips to review your aftermarket strategies to bounce back faster and prepare for the future.

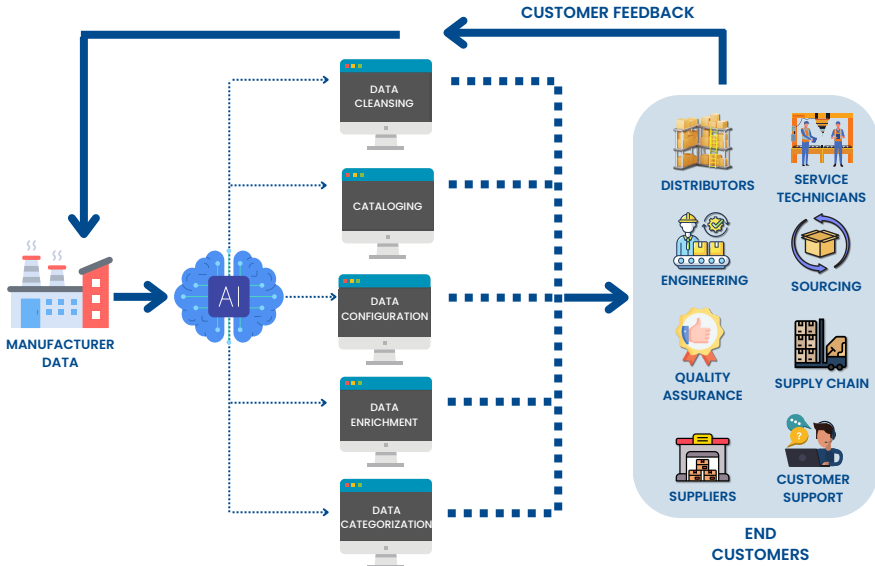
Adopt Advance Aftermarket Parts Search Capabilities for Salesforce Commerce Cloud Now.

Aftermarket sales remain fairly stable even when new vehicle sales drop sharply during times of economic distress.



- **Plan for the unexpected** now, be flexible and quickly adapt to customer needs.
- **Strengthen the e-commerce checkout experience** and focus on serving existing customers better and faster.
- **Digitally transform** now. Aftermarket parts visibility, combined with 2D & 3D AI-image parts search, is the key to responding to and fulfilling customer orders faster in economic uncertainties.

Strengthen Aftermarket Parts Search Data Management Capabilities.

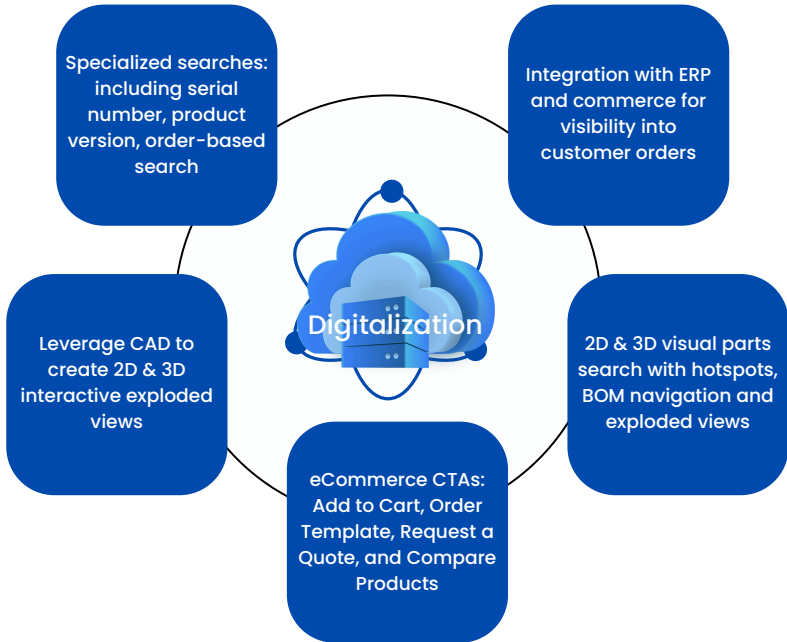


The digital age has unleashed massive amounts of data, drowning us in terabytes of information from every corner of our lives. Within the oceans of data lies a hidden oasis of insights waiting to be unlocked. Much like the path to an oasis is treacherous, the journey to data intelligence is filled with inconsistent formats, missing values, and hidden errors – a veritable jungle of disparate data.

Next Steps:

Leverage AI data-cleaning solutions to build a strong foundation to transform business operations.

Digitize Aftermarket Parts Search for Visibility and Decision-making.



Aftermarket Part businesses are no longer a linear process but a multidimensional matrix. Parts search information travels via multiple units to ensure the right products are delivered error-free to the customer.

Next Steps:

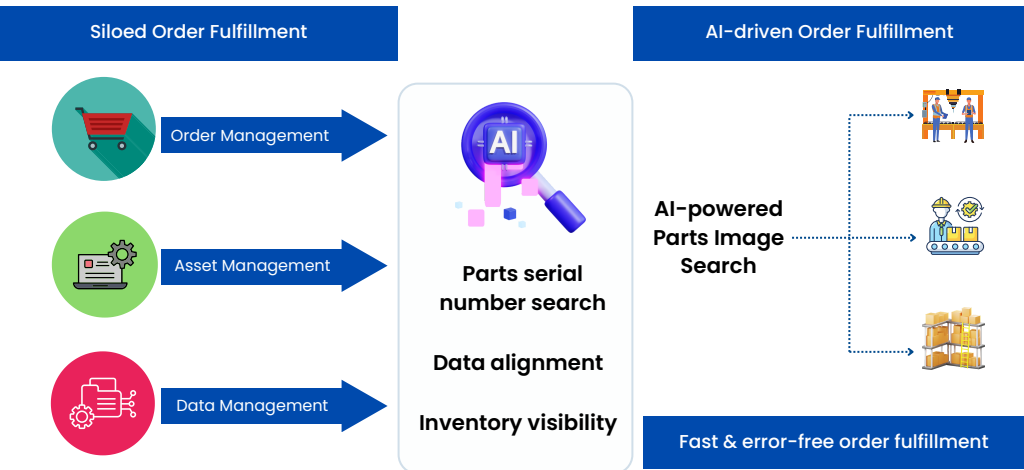
Implement a digital replacement parts ordering capability that integrates with ERP and Salesforce Commerce Cloud. Streamline the setup and management of replacement part search to empower online shoppers to search, find, and buy the correct parts with little to no back-office support.

Accurately Deliver on Order Fulfillment

During periods of high inflation, consumer behavior shifts from discretionary purchase decisions to essentials. This shift in consumer behavior bodes well for the automotive aftermarket industry which is traditionally less impacted during high inflationary periods. To position your business for growth in a tough economic environment, start by first implementing an efficient business process to boost online sales.

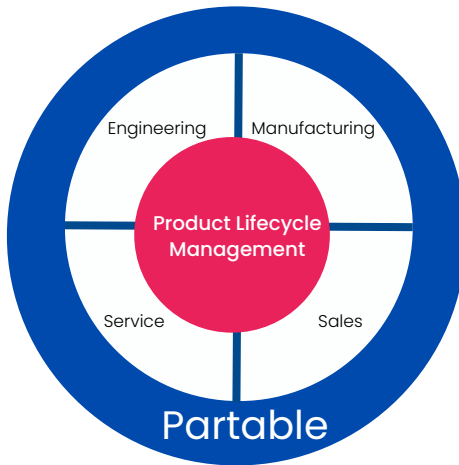
Next Steps:

Aftermarket parts replacement powered by AI takes out the friction from e-commerce operations. It gives the ability to easily search, find, and buy replacement parts quickly allowing businesses to fulfill orders accurately and efficiently. Even a one percent improvement in the online order process will lead to a significant improvement in margins and a drastic reduction in order processing costs.



Optimize Aftermarket Parts Search from a Single Source of Truth

Integrating PLM system with CDS Partable builds alignment, collaboration, and accuracy across sales, engineering, service, and manufacturing. This helps manufacturers ensure quality throughout the product lifecycle, from design to production to maintenance. Enabling visibility across all business stakeholders and suppliers allows for early feedback during product development.



Integrating your PLM with CDS Partable has many benefits.

- Gain insights into your customers, and also measure how effective the various rules from sales, manufacturing, engineering and service work together
- Align data with ERP, CRM and PLMs to quickly transfer BOM changes across all teams.
- Push BOM optimization and validation from your PLM system into Partable with little to no human interaction.

The Next Disruption is Coming.

Is Your Aftermarket Business Ready?

Economic downturns will continue to take place in today's complex business environments. **Are you ready to mitigate any more shocks?**

- Do you have the best practices to identify new service revenue opportunities to enhance the aftermarket and customer value to mitigate risk?
- Do you plan to adopt advanced aftermarket parts search, artificial intelligence, and data management into your aftermarket parts business?
- Do you have the capabilities to empower your customers with low-touch, quick search and find capabilities for your e-commerce site?
- Can you quickly give your customers a visual representation of their orders to ensure accuracy and efficiency?

Check us out on the Salesforce AppExchange



Actionable, objective insight

Position your aftermarket parts business for success. Explore these additional complimentary resources and tools on customer fulfillment.

Get Your Free Guide

CLICK HERE



How to Use AI to deliver a B2C-Like Aftermarket Part Buying Experience for Salesforce Commerce Cloud

Sid farewell to complex spare part search. Say hello to a self-service aftermarket part sales.



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CLIENT
Environmental Solutions Group
Waste Management Solutions

CHALLENGE
Addressing a slow, error-prone manual placement order process for dealers and their customers to increase equipment downtime and revenue loss.

SOLUTION
CDS provides for integrated self-service replacement part search, recommendation, ordering, tracking, and delivery with right and helpful and meaningful 3D models.

RESULTS
A 90% increase in online self-service orders and almost 100% increase in equipment revenue. Customer and dealer satisfaction and more efficient commerce operations.

THE CUSTOMER
Environmental Solutions Group (ESG), a division of Dover Corporation, provides the latest innovations in equipment for the waste collection industry. It offerings include leading brands such as their garbage trucks, bodies, skid steer compactors and recycling balers, Broya Tridraulic Lifters and Curator-Cart automated front loader equipment. ESG serves large enterprise customers like Waste Management and Republic Services directly as well as approximately one hundred smaller customers in the waste management and recycling business through its dealer network.

THE CHALLENGE
Customers struggling to purchase replacement parts online.

ESG's success is measured by its customers' ability to keep their waste management and recycling equipment in service, ensuring ready access and availability of replacement parts is essential.

"The faster we can get them the right part, and the easier we can make that process, the better," said Dave Young, VP of Sales, Product Management & Marketing at ESG.

ESG's customers, dealers and technicians are typically very familiar with their equipment, but it could be difficult to identify specific product names and part numbers in ESG's online catalog and website. As a result, it was keeping a lot of returned orders to resolve parts and price orders which increased the time and cost of processing. The time of searching and waiting for the right part was a major pain point for customers.

To overcome these challenges, ESG needed a more integrated and digital replacement parts ordering capability.

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About CDS Visual

Redefining What's Possible with Visualization

CDS Visual provides a cloud solution trusted by many of the world's biggest industrial suppliers. The company's roots include a core competency around industrial product data, sourcing, normalization, and modeling. When combined with an extensive offering of 3D visualization solutions, CDS can uniquely repurpose existing CAD assets to deliver impactful solutions. From catalog products to configured-to-order products, CDS solutions complement our clients' websites, CPQ, and eCommerce solutions by enhancing, enriching, and unifying their product content to achieve increased conversions. For clients that sell engineered-to-order products, we offer solutions that include configuration, BOM, 3D CAD, manufacturing drawings, and augmented reality.

To learn how CDS Visual can help make efficient aftermarket business operations, visit cdsvisual.com