



Modernize **ecommerce operations** through platform migration with **BigCommerce**.

CASE STUDY

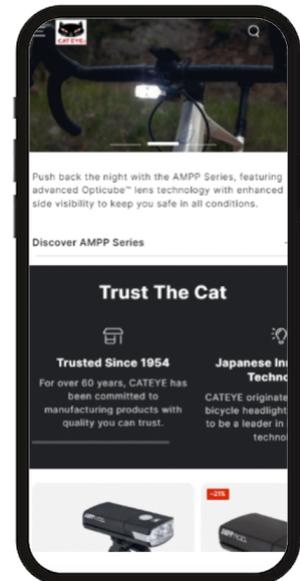
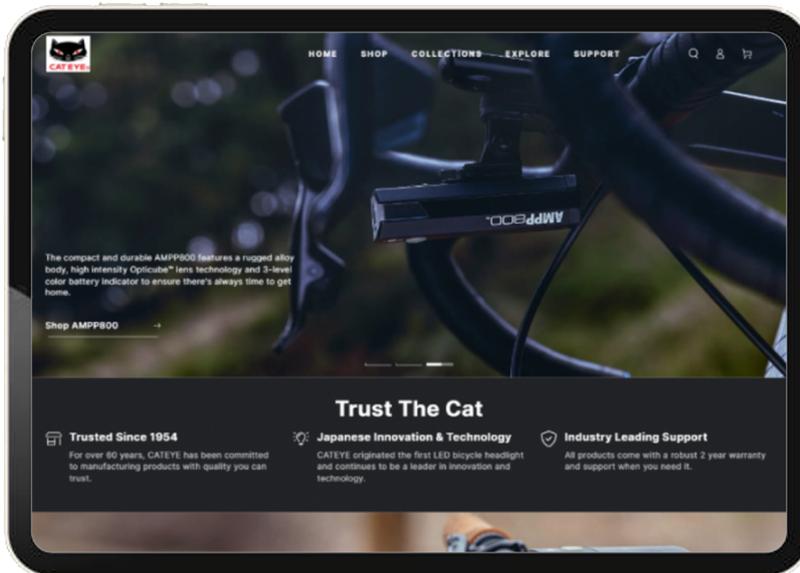
ABOUT CATEYE AMERICA

Cateye America is a leading manufacturer of [cycling essentials](#), including cycle computers, lights, and reflectors. This company is designed to meet the needs of cyclists all over the world. Founded in 1946 in Osaka, Japan, the company has built a strong reputation for innovation and quality over nearly eight decades.

Cateye is known for its advanced research and design capabilities. This venture is backed by in-house engineering expertise and is a pioneer in retro-reflective molding technology. With a steadfast commitment to excellence, the brand continues to be a trusted choice for cyclists seeking reliable and high-performing products.



www.cateyeamerica.com



Services Provided

- Customer email sync from BigCommerce to Bronto
- Migration to BigCommerce

Platform & Integration





Platform Limitations

Cateye America's ecommerce operations were hampered by their custom-built platform, which restricted their ability to integrate with new technologies. This outdated system lacked the flexibility and features required to meet their **customer expectations**.

Website Responsiveness: The website struggled with responsiveness issues, which affected its usability across devices and diminished customer satisfaction.

Limited Functionalities: Key functionalities such as **product search** and the **checkout process** were inefficient, impacting the overall **shopping experience**.

Email Synchronization Problems: **Cateye America** faced challenges in syncing customer email IDs with Bronto, an email marketing platform. This prevented the effective implementation of their email-based marketing strategies.

Solutions Offered

Platform Migration to BigCommerce

Klizer streamlined the migration of Cateye America's ecommerce platform from its custom-built system to BigCommerce. This new platform provided a robust and scalable foundation with numerous in-built features that enhanced the overall functionality and usability of the website.

Improved Customer Experience

Klizer addressed critical issues by incorporating BigCommerce's default functionalities. The enhanced search functionality and single-page checkout significantly improved the ease of navigation and transaction, leading to a better customer experience.

Integration with Bronto via ERP Integrator

To resolve the email synchronization issue, **Klizer** used the ERP Integration system to ensure a smooth data flow between BigCommerce and Bronto. This integration synced customer emails from various sources, including newsletters, registration forms, and guest orders, enabling efficient email marketing campaigns.

Implementation of B2B Features

To support Cateye America's expanding ecommerce business, Klizer introduced several B2B features, including:

- Multi-language support for global customers.
- Quick order functionality for repeat purchases.
- Save-my-cart and multiple shopping list options for user convenience.
- Search history and synonym search for enhanced product discovery.
- Alternate items and buy-again menus to improve cross-selling opportunities.
- Rules-based pricing and customer-specific product numbers for personalized pricing strategies.

Benefits of BigCommerce & Bronto Integration

With a real-time data transfer of customer information, it is easy to maintain customer profiles that also help big-time in marketing their products. Also, it is convenient to mail their customers and to keep them always in the loop of the brand's happenings. Doing all this substantially increases the chances of elevating customer relationships which thereby impacts sales.

Enhanced Usability

The migration to BigCommerce resulted in a responsive, user-friendly website, significantly improving customer satisfaction and engagement.

Data-Driven Marketing

The integration with Bronto enabled real-time data transfer, allowing Cateye America to maintain accurate customer profiles and execute targeted email marketing campaigns. This enhanced customer retention and sales.

Growth in B2B

Ecommerce
The addition of tailored B2B features supported Cateye America's offline-to-online transition and strengthened its position in the ecommerce space.

Streamlined Operations

The new platform streamlined ecommerce operations, reduced dependency on custom solutions, and leveraged automation to improve workflow efficiency.



Driving Digital Growth for
Manufacturers & Distributors

We take the guesswork out of
ecommerce.

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