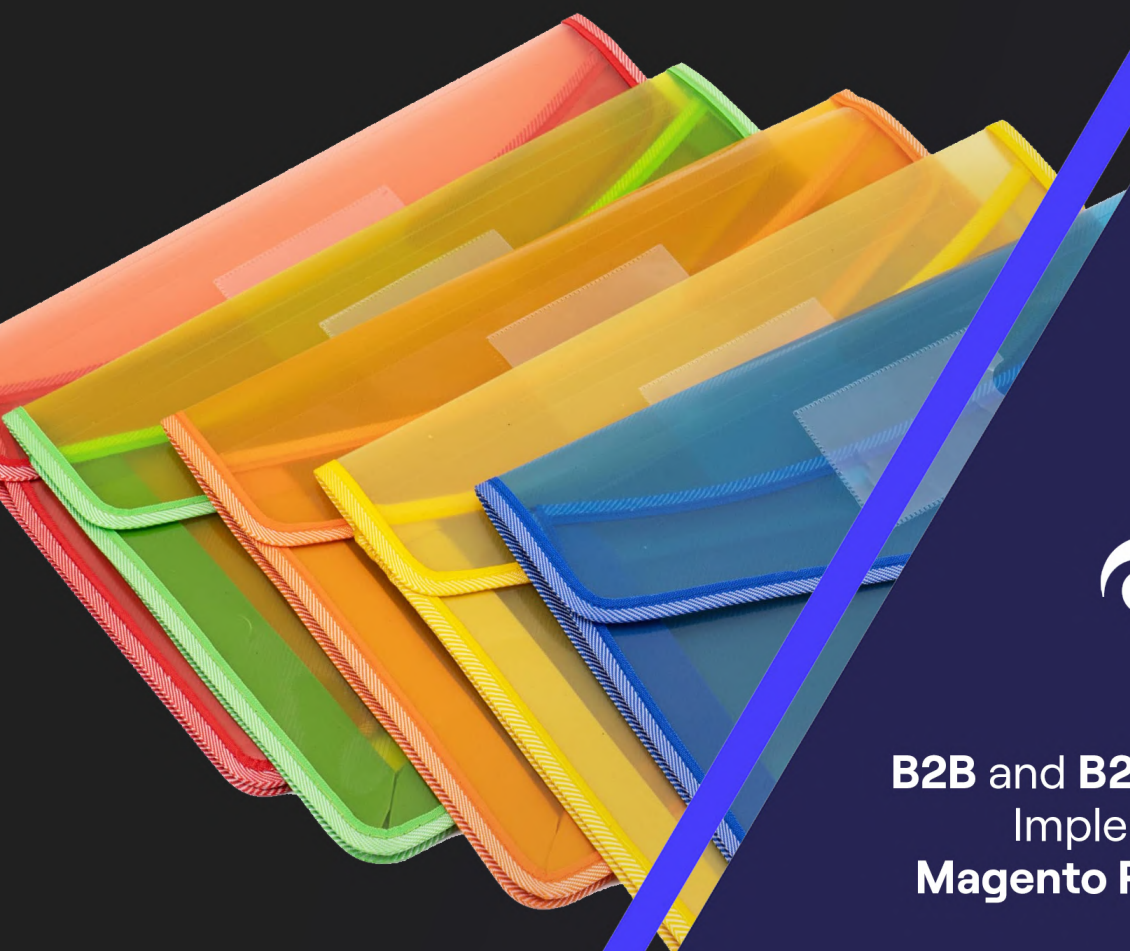
Klizer
by DCKAP



e-line

B2B and **B2C eCommerce** Implementation with **Magento P21** Integration.

CASE STUDY

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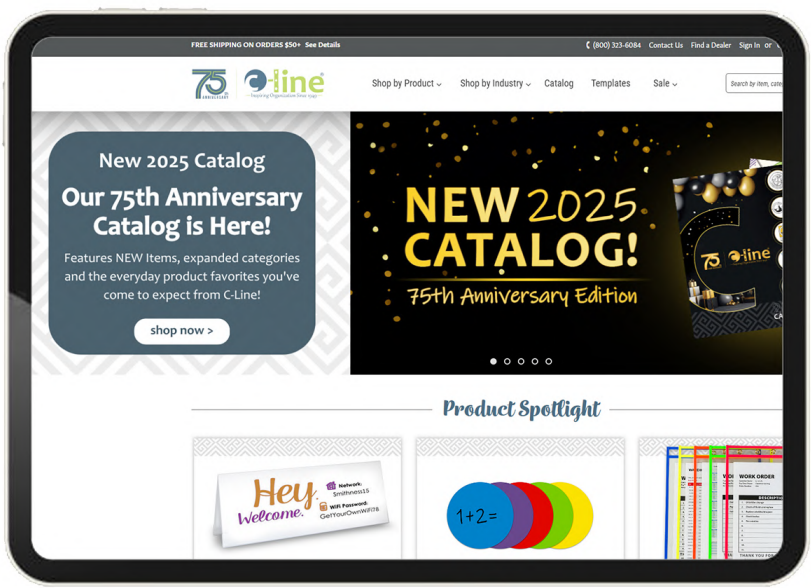
ABOUT C-LINE PRODUCTS

C-Line Products, Inc. is a company based in Mount Prospect, IL, that provides plastic storage and organization items, as well as identification products. They serve both businesses (B2B) and consumers (B2C), with a focus on the office products industry. The company has been in business for 70 years and offers a wide range of products like sheet protectors, media storage items, and report covers. C-Line Products is known for excellent customer service, with a shipment fill rate of over 99.6% and a quick turnaround time.

www.c-lineproducts.com



Services Provided

- Design & development of ecommerce website
- WorldPay Integration
- Implementation of a dealer locator with multiple locations across the country
- Seamless migration to Magento 2 with the integration of the Epicor P21 system.
- Effortless checkout with online shopping experience

Platform Magento™ 2 Commerce

Challenges Faced

Outdated Website
The company operated with an outdated eCommerce platform, which lacked the modern features and flexibility needed to meet the expectations of today's consumers.

Dual Audience Needs
Catering to both B2B and B2C customers was a significant challenge. Each group had unique requirements for functionality, design, and user experience.

Complex Dealer Locator Integration
Integrating a dealer locator with multiple locations nationwide was challenging. The system had to ensure that both B2B and B2C users could easily find accurate and up-to-date dealer locations, improving accessibility and user experience across the site.

ERP and eCommerce Integration
Migrating data and ensuring seamless integration with Epicor P21 ERP while maintaining operational consistency was challenging.

Payment Gateway Limitations
The old platform lacked flexibility in payment gateway options, requiring a selection that could support various payment methods and provide a seamless checkout experience.

Catalog Management Complexity
Managing an extensive product catalog with outdated search functionality made it difficult for users to find products quickly. Integrating ElasticSearch was necessary to enhance search capabilities.

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Solutions Offered

Magento 2 Implementation
The platform was upgraded from the existing system to Magento 2 Commerce, offering improved scalability, performance, and a modern ecommerce infrastructure that caters to both B2B and B2C needs.

B2B and B2C Customization
Klizer implemented custom registration forms and personalized navigation for both B2B and B2C users. This customization ensured that the website met the distinct needs of each group, improving their overall shopping experience.

Dealer Locator Integration
A dealer locator was integrated into the website, allowing customers to easily find dealer locations across the country, enhancing user accessibility and satisfaction.

ERP and eCommerce Integration
Klizer facilitated the smooth migration to Magento 2 while integrating it with Epicor P21 ERP, ensuring seamless data synchronization and operational efficiency across both systems.

Payment Gateway
Klizer integrated WorldPay as the payment gateway, providing a secure and seamless checkout experience. This integration supports various payment methods, catering to the diverse needs of both B2B and B2C customers.

ElasticSearch for Enhanced Product Search
ElasticSearch was integrated to improve the product search functionality. Users can now search for products using attributes, synonyms, and stop words, significantly enhancing the overall product discovery experience.

Fed**Ex Shipping Integration**
Klizer integrated FedEx for reliable and efficient shipping solutions, ensuring both B2B and B2C customers have access to fast and accurate delivery tracking.

Impact

Improved website performance

Increased customer satisfaction

Higher conversion rates

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Driving Digital Growth for
Manufacturers & Distributors

We take the guesswork out of ecommerce.

Schedule a consultation call today

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