

RIGID HITCH

Ecommerce Enhancement with
Adobe Commerce (Magento)
and **DCKAP** Integrator

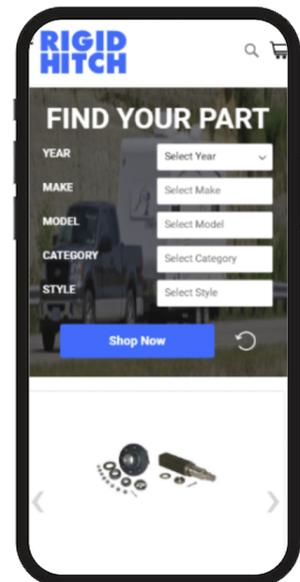
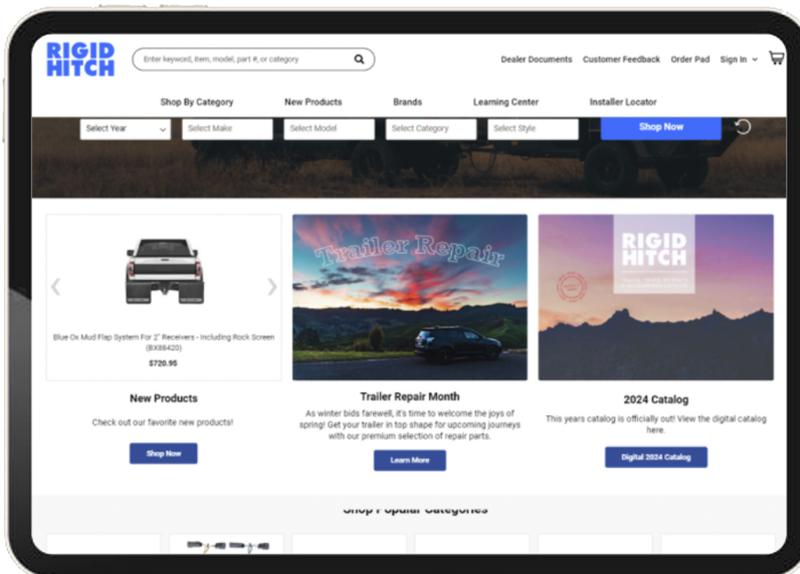
CASE STUDY

ABOUT RIGID HITECH

Rigid Hitch, established in 1957 and headquartered in Burnsville, Minnesota, is a family-owned manufacturer and distributor of trailer hitches, towing accessories, trailer parts, and truck accessories. With an ISO 9001:2015 certification, they serve businesses nationwide, including auto parts stores, hitch installation shops, auto dealers, rental stores, and direct consumers.



www.rigidhitch.com | www.trailerpartsusa.com | www.blueoxtowbars.com
www.reesehitches.com | www.gooseneck-hitches.com



Services Provided

- Ecommerce Optimization
- Data Migration
- Dynamic Pricing
- Implementation
- SEO Optimization
- Responsive Design
- Responsive Design
- Integration (Magento & Prophet 21)
- Quick Order Import Support
- Shipping Process Enhancement
- Testing Services
- Ongoing Support

Platform & Integration





Challenges

Rigid Hitch was running their ecommerce store on **Magento** itself, and they wanted to optimize it using the functionalities of **DCKAP Integrator** which would integrate different functionalities between **ERP Prophet 21** and the ecommerce platform **Magento**. This equipped distributors with the ability to drive operational excellence to run their Ecommerce stores.

Their Primary Challenges Included

- Achieving a seamless migration to **Magento 2** with **Epicor P21** integration.
- Implementing a store that aligns with multiple locations nationwide.
- Dynamic Pricing feature integration.
- Enabling quick order imports that support **csv/xls/xlsx** formats.
- **SEO** optimization focusing on Metadata, page speed, image optimization, Schema Markup, 404 Not Found URLs, and Google Analytics 4 Upgradation.

Ecommerce Implementation

Home Page

The home page features a banner carousel, showcasing feature categories, products, brands, top categories, and related products for an engaging user experience.

Customer Registration

Designed registration forms for both B2B and B2C with online and offline sync. Varied pricing is implemented for Guest users, Retailers, and Dealers, catering to different customer types.

Attributes and Attribute Set Configuration

Retained attributes and attribute sets from the Magento backend, ensuring consistency and organization in product information.

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Menu Navigation

Implemented a mega menu for easy and intuitive navigation, enhancing the overall user experience.

Product Listing Page

Display products from selected categories along with a prominent Part Finder on the product listing page. Products are listed with flairs based on client requirements, and the Part Finder allows customers to

Quick Order:

Implemented quick order imports supporting XLS/XLSX download/upload, along with CSV file compatibility for efficient order processing.

Store Locator

Utilized Magento 2 Store Locator to create and display an unlimited number of shop locations on a map and provided customizable information such as name, address, working time, etc., enhancing the offline shopping experience.

My Account

Introduced an invoice payment option, allowing customers to make payments against invoices. Provided visibility into due payment terms (pending — 30, 60, and 90 days). Enabled price file download for all product item prices.

Shipping

Utilized ShipperHQ for enhanced shipping carrier options. Validated shipping addresses using LOB.com API, providing notifications to the customer service team in case of potential delivery issues.

Taxation

Integrated with Avalara tax to simplify tax calculations, ensuring accuracy and compliance.

Key Features

- Part Finder for **model** search.
- Customized customer account configurations for **B2B and B2C**.
- **Google Analytics** and Google Feed implementation.
- Different **pricing** structures for customer types.
- Flair concept in product listing (e.g., factory shipped, special order, in stock, out of stock).
- Customizations in **P21** for pricing updates, unique ID creation, and more.

Solutions Offered

Robust testing, including Functional, UI/UX, Integration, System, UAT, Responsive, Compatibility, and Cross-Browser testing.

Enhance product listing pages, implement a store locator, and incorporate dynamic pricing.

Integrate features such as Part Finder, Taxation with Avalara, ShipperHQ for shipping options, and various payment methods.

Utilize Cloras for integration services, covering Customer Sync, Product Sync, Price Sync, Inventory Sync, Orders Sync, Order Processing Sync, and more.

Perform data migration for categories, brands, products, CMS pages, blogs, customers, and orders.

Executive Summary

[Rigid Hitch](#) collaborated with [DCKAP](#) to revamp their ecommerce site, achieving a fully functional, optimized, and responsive platform. The integration of [Magento](#) and [Prophet 21](#) through DCKAP Integrator resulted in real-time synchronization, enabling Rigid Hitch to make informed business decisions and enhance operational efficiency.

It is essential to have real-time data at the right places to strengthen business operations and efficiency. [DCKAP](#) Integrator puts consistent data back and forth between critical data points to track business, access pivot data, and act on customer queries. Check out the business use cases integrated with [DCKAP](#) Integrator



Outcome

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Enhanced User Experience

Responsive design and feature improvements ensure a seamless, user-friendly experience, boosting satisfaction.

Operational Efficiency

Real-time synchronization between Magento and Prophet 21 streamlines operations, keeping critical functions up-to-date.

Informed Decision-Making

Accurate data flow facilitates better decision-making for pricing, inventory, and customer service.

Operational Excellence Assurance

Ongoing support ensures operational excellence, vital for sustained success and customer satisfaction.

Dynamic Pricing Success:

Personalized pricing enhances flexibility, tailoring the shopping journey for different customer types.

Customer Satisfaction Boost

Custom features, like a dynamic Part Finder, contribute to improved engagement and overall satisfaction.

Successful Integration Impact

Seamless integration with [DCKAP](#) Integrator solidifies Rigid Hitch's competitive stance in ecommerce.

Impact

This collaboration led to a successful [ecommerce](#) transformation, providing Rigid Hitch with a competitive online presence, efficient operations, and an enhanced customer experience. The platform now stands as a testament to the power of seamless integration and optimization in the [ecommerce](#) landscape.



The ecommerce overhaul improved customer experience, driven by pragmatic elements like responsive design, dynamic pricing, and personalized features, ultimately augmenting customer satisfaction.



Real-time synchronization supports operational efficiency, ensuring critical functions remain current and contributing to overall operational streamlining.



Automation and effective utilization of real-time data had a tangible impact on revenue, enabling Rigid Hitch to make data-driven decisions conducive to business expansion.



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Manufacturers & Distributors

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ecommerce.

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