



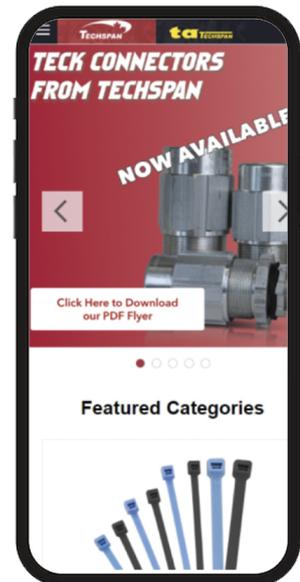
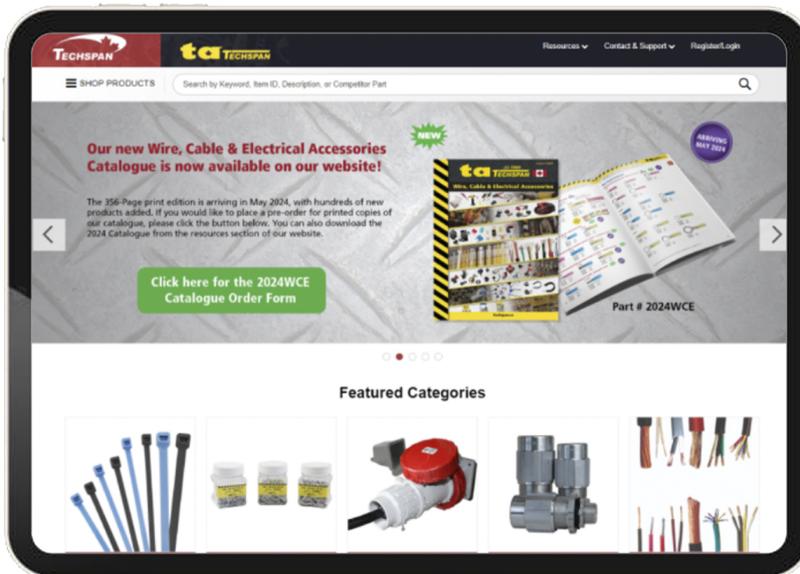
Optimizing Ecommerce  
Operations through  
Integration and  
Customer Management

CASE STUDY

# ABOUT TECHSPAN

Techspan, a leading manufacturer and distributor of electrical and automotive components, has been operating in the ecommerce space for approximately 8 years. With over 18,000 products across various categories, Techspan sought to optimize its online presence and streamline its order management process.

 [www.techspan.ca](http://www.techspan.ca)



## Services Provided

- Dynamic Pricing
- Customer Management

## Platform & Integration



Adobe Commerce Cloud



## Challenges

- Techspan faced a significant problem with its old online **selling platform**.
- This also made Techspan's brand look antiquated and less modern. It wasn't **UI** and **UX-friendly**, which was also not good for the **brand's** reputation.
- It was clear that they needed to do something different to solve this problem.
- This platform looked and worked in an outdated format, making it difficult for customers to use and order products.

## Solution

- To address the above challenges, Techspan turned to Klizer for help. Klizer's team analyzed the situation and formulated a comprehensive solution.
- This integration would provide a unified dashboard for customers and order organization within the **Magento** admin.
- They proposed integrating **Prophet 21 ERP (P21)** with the **Magento 2** — now **Adobe Commerce** — ecommerce platform to improve order management.

## Outcome

Klizer helped customize the payment method with the help of the **Element payment API's**. We have implemented the authorization alone on **BigCommerce**. Once the order is placed with the Element payment method the order will be processed to the P21 with the help of DCKAP Integrator jobs. Once the orders are processed the P21 order information will be updated on the **BigCommerce** orders with **DCKAP Integrator** pipes.

### Improved Order Management

The integration of P21 ERP with Magento2 brought about a customer and order dashboard that significantly enhanced the order organization process. All order information was now accessible and well-organized within the dashboard.

### Enhanced Customer Experience

The implementation of new features and a modern web design led to a noted improvement in customer satisfaction. Customers found it easier to navigate the platform, resulting in higher engagement and increased online order entries.

# Customers Experience

Techspan's experience with Klizer was positive

## Efficient Collaboration

Klizer demonstrated smooth communication and prompt service. Their understanding of Techspan's requirements facilitated a smooth workflow.

## Accommodating Customizations

Klizer's ability to accommodate customizations was a major advantage, ensuring the solution was customized to Techspan's specific needs.

## Future Growth and Expansion

Techspan's plans for future growth involve building upon its current ecommerce foundation.

## Continuous Improvement

Techspan aims to further enhance the website by incorporating new features and functionalities.

## Focus on Product Information

The company's immediate focus lies in refining images, descriptions, and other essential product details to provide customers with comprehensive information.

With a solid foundation in place, Techspan's future growth prospects remain promising as they continue to leverage Klizer's expertise to innovate and excel in the ecommerce landscape.



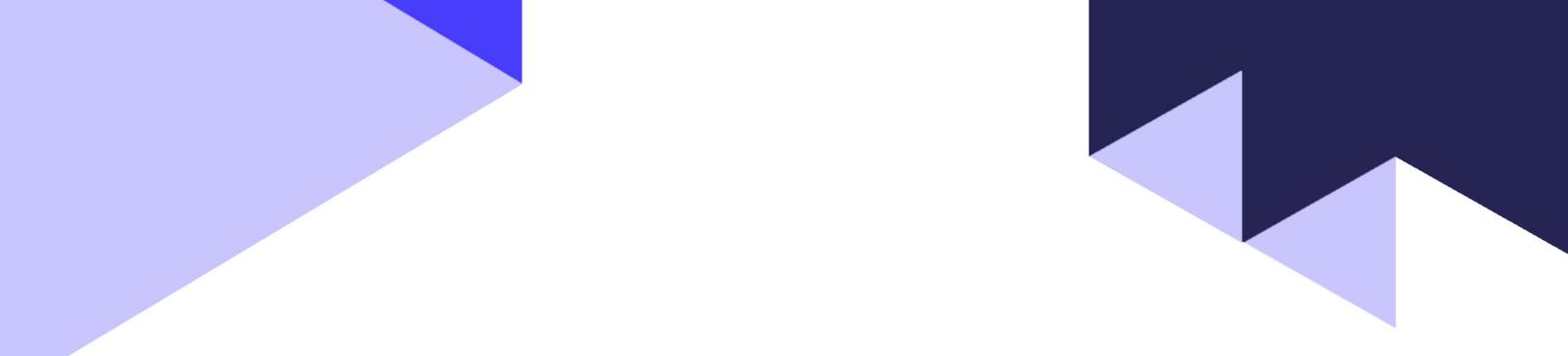
Increased online sales



Improved order management



Revitalized online presence



## Solutions Offered

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# Impact



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**Enhanced Customer Experience**  
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