



Optimizing Client Communications and Distribution

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Case Study | Industry: Automotive/Aftermarket

Commercial Truck Catalog Configurator



The client reports that customer response to the new user-friendly portal has been extremely positive.

OBJECTIVE:

A commercial truck power system manufacturer was unsatisfied with their current catalog configurator application. They needed a new web-based catalog configurator portal that would be user-friendly to all users—engineers, customers and administrators. The portal needed to have the ability to add, modify and update information with a greater level of automation. It must also include a web-based database to manage the catalog and engineering data. Reporting, output methods (email, print, pdf) and branding were also crucial enhancements required.

STRATEGY:

TGI Direct designed and implemented a new web-based catalog configurator portal that met all of the client's needs and greatly increased the catalog's functionality. TGI Direct began by enhancing the client's current catalog application for internal use. These internal users were given different user view access to view or edit certain information. They could now add, modify or delete information in real-time. They are also offered multiple output options through web and print. The new system includes upgraded metrics to track catalog interactions from end to end.

The different user view access, through web single log-in, allowed proprietary views by customer. The customer view portal was more organized with drop-down menus specific to customer needs. And, both the internal and the customer portals were designed to be desktop or mobile compatible.



RESULTS:

Customer response to the new user-friendly portal has been extremely positive through sales calls and trade show demonstrations. The internal users have also embraced the new system and its greater functionality. The new web-based portal has decreased manual internal processing time by 50% by instituting single-click updates to multiple products. It also incorporates a single global data base that stores all necessary engineering data. The upgraded technology and metrics now allow for more precise tracking of internal and customer catalog interactions. The client has seen increased efficiency since the portal's format automation was implemented with manual page set-up time decrease by 75%.