



Optimizing Client Communications and Distribution

www.tgidirect.com • 800.337.2237

Case Study | Industry: Automotive/Aftermarket

# Commercial Truck e-Commerce Fulfillment System



*The new e-Commerce system implemented by TGI Direct has streamlined production, ordering and fulfillment for the client and its network.*

## OBJECTIVE:

One of the fastest-growing commercial truck manufacturers, with more than 200 dealers and parts/service providers across the country, approached TGI Direct to streamline and optimize the production, ordering and fulfillment of their product literature, diagnostic equipment and dealership apparel, and merchandise to corporate, dealer and consumer networks. They were experiencing dissatisfaction with their current e-commerce system which lacked efficient fulfillment with multiple payment options and concise inventory control with accurate reporting. The company wanted a system with web single log-in access that provides seamless connectivity with their intranet system. Additionally, the solution needed a more robust and accurate financial reporting system.

## STRATEGY:

TGI Direct implemented new communication and fulfillment systems that incorporated solutions to meet each of the client's needs. The new systems are easy-to-use and expedite orders for each of their delivery networks. A simple and efficient method of ordering products through a web single log-in was established for all of the client's employees. The new ordering portal provided better inventory management features and more accurate reporting based on department ownership. It also incorporated automated email notifications of product receipt and zero inventory alerts. Plus, financial reporting was improved through monthly reconciliation and automated reports.

TGI Direct also created a new e-Commerce application that offers three shopping cart views with different user view access. The first view was designed for administrators. It features a web single log-in system with product ordering, a different pricing system and access to financial, inventory and pricing reports. The second view was designed for dealers. A web single log-in system with product ordering with its own pricing, plus multiple payment methods (including a client-managed internal account). The third view was designed for the customer, which doesn't require any log-in at all. It allows ordering of select products with its own pricing system, plus subscription ordering for a greater level of access. The e-Commerce website was seamlessly integrated into the client's existing website without redirection and organizes product offerings by department with automated reporting sent to department heads.

## RESULTS:

The new e-Commerce system implemented by TGI Direct has streamlined production, ordering and fulfillment for the client and its network. They have decreased order turn-around time with same-day or next day processing by 32% and they have increased reporting functionality and inventory control. Monthly reconciliation reporting is now completed within five business days of month-end for revenue disbursement which allows for quicker cash flow. The client has also seen increased usage of internal client managed accounts by 26% with more campaigns of co-op funds and corporate sales/deals.

