



## D2C + Dealer Solution Offers Streamlined Buying to Consumers and Improved Order Management to Dealers

**A major manufacturer of truck caps, tonneau covers and accessories began the implementation of a dealer-focused ecommerce hub. But in mid-project it decided to also build a consumer buying experience using the same B2B commerce tools. The result of this resource-stretching, rushed approach: two solutions with significant functionality issues.**

### Challenge

To fix these issues, a replacement solution was required – one that offered a true direct-to-consumer (D2C) buying experience and delivered an improved dealer ecommerce hub that can provide improved inventory visibility, more efficient customer communications (requiring no email or phone back-and-forth) and an upgraded post-checkout experience.

### Solution

The solution had three implementation phases. In phase 1, ForeFront delivered a D2C solution that enables consumers to purchase tonneau covers online. In phase 2, consumers are able to configure truck caps and then be connected with a nearby dealer to complete the purchase. (These leads are delivered to dealers via the restructured hub.) Phase 3 will add more sophisticated configuration capabilities using Threekit tools.

The integrated solution, built with Salesforce Commerce Cloud and Salesforce Experience Cloud, offers customers a sophisticated online buying experience, and gives dealers an improved hub with upgraded order management, inventory management and customer interaction capabilities.

### Results

Early results show an increase in sales and improved customer satisfaction. And dealers report that the new hub offers significantly more efficient processes, provides important management capabilities and enables enhanced customer service.

An automotive aftermarket manufacturer got the sophisticated direct-to-consumer purchasing experience it needs to compete, as well as seamless order management for its dealer network.



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