

Driving Global Expansion with Salesforce B2B Commerce Cloud for an Automobile Parts Manufacturer

Overview:

A leading **electric automobile parts manufacturer**, previously reliant on **offline operations**, sought to adapt rapidly to a digital-first world. With the **pandemic accelerating the need for an online presence**, the company turned to **Salesforce B2B Commerce Cloud** to create a dynamic, scalable **online store** for European customers.

This new platform enabled existing clients to track orders seamlessly and empowered the company to reach new customers, driving significant growth in weeks. The result? A faster go-to-market strategy and a **33% increase in their customer base**.

Pain points:



Operating **primarily offline** before the pandemic, the client needed to pivot to an **online model** to stay competitive.



Limited customer reach and no easy way for existing customers to **track orders**



A **scalable online platform** is required to showcase products and attract new clients.



Manual processes for customer registration and billing lead to inefficiencies and errors.

Solutions:

Salesforce B2B Commerce Cloud created a fully functional **online store** tailored to European customers.

The platform featured a **custom registration module** with validation checks, ensuring accurate company registrations.

Integrated **region-based tax calculation** for simplified and accurate billing processes.

Customers and partners could access **real-time product details**, including **OEM numbers, MOQ, technical specs, and stock information**.

The **portal went live in 3-4 weeks**, ensuring a fast **go-to-market** with minimal disruption

Benefits:



Established a strong **online presence**, driving brand visibility and **customer engagement**.



Faster time-to-market with the platform going live in just a few weeks.



Simplified **order tracking** and enhanced the **customer experience** with easy access to product details and streamlined processes.



Provided an **efficient, scalable solution** for future growth and **global expansion**.



30% ↑ in the customer base due to the broader reach of the online portal.