



Korcomptenz

# Online Customer Experience Case Study

Business transformation powered by an improved customer experience and robust website features for a leading manufacturer of flooring products.



## About the client

Our client is the largest manufacturer of flooring products globally, specializing in a diverse range of carpet, tile, and other hard surface flooring solutions. The company produces a wide variety of carpet, tile, and other hard surface flooring products for use in commercial and residential buildings of all sizes. Their brands include both Do It Yourself options available through major providers like Home Depot for personal use and large-scale options designed for contractors during the construction of everything from hospitals to apartment buildings. In addition to the products themselves, the company provides a wide variety of interior design services for customers and potential customer to experiment with and visualize their choice of flooring before installation.



## The business need

With a focus on continually improving customer experience to retain their position as a leader in the flooring industry, the client realized that they needed cutting-edge website that would cater to the needs of both their Single and Multi-family Builder business units.

The primary objective was to enhance the user experience and provide comprehensive content that is easy to navigate and order samples. A key feature was the implementation of an innovative "Product Shelf," empowering users to seamlessly search, filter, select, and compare products while maintaining a smooth shopping experience throughout their journey.



## The IT landscape

- The company relies on Kentico Xperience as their Content Management System (CMS) for more than 30 websites.
- Kentico Xperience's .Net MVC architecture is integrated with various custom .Net applications and other systems to facilitate data flow and drive the overall feature and customer experience.
- The applications are hosted on Microsoft Azure, distributed across multiple geographies.
- Key systems involved in the landscape include Kentico Kontent, Salesforce, a custom Product Information Management System (PIMS), and a custom eCommerce application handling the purchasing and delivery processes for diverse flooring materials.

## The challenge

The primary challenge was to deliver an exceptional user experience by implementing advanced features, such as the "Product Shelf," while ensuring seamless integration of various IT systems. These systems included Kentico Kontent, Salesforce, a custom Product Information Management System (PIMS), and a custom eCommerce application responsible for managing the purchasing and delivery process for a diverse range of flooring materials. Additionally, paramount importance was placed on maintaining robust data security measures throughout the entire solution.



## The solution

**To address the challenges and meet the client's requirements, the following solution was implemented:**

User experience implementation was achieved using React Native and other agreed-upon libraries, ensuring a seamless and engaging interface for the website.

Standard functionality of the Kentico Xperience CMS was configured to handle content management, roles, permissions, and other essential areas.

Custom widgets were developed to cater to specific content management needs, providing flexibility and ease of use for administrators.

Custom headers and footers were implemented, which dynamically adjust based on the selected business unit, enhancing personalization for users.

Custom data integrations were established to enable efficient product management, order fulfillment, integration with Salesforce, single sign-on functionality utilizing Azure B2C, and other relevant services.

Custom modules were developed to facilitate product display, search functionality, comparison tools, and other desired features.

Comprehensive quality assurance and testing processes were conducted to ensure a robust and error-free solution.

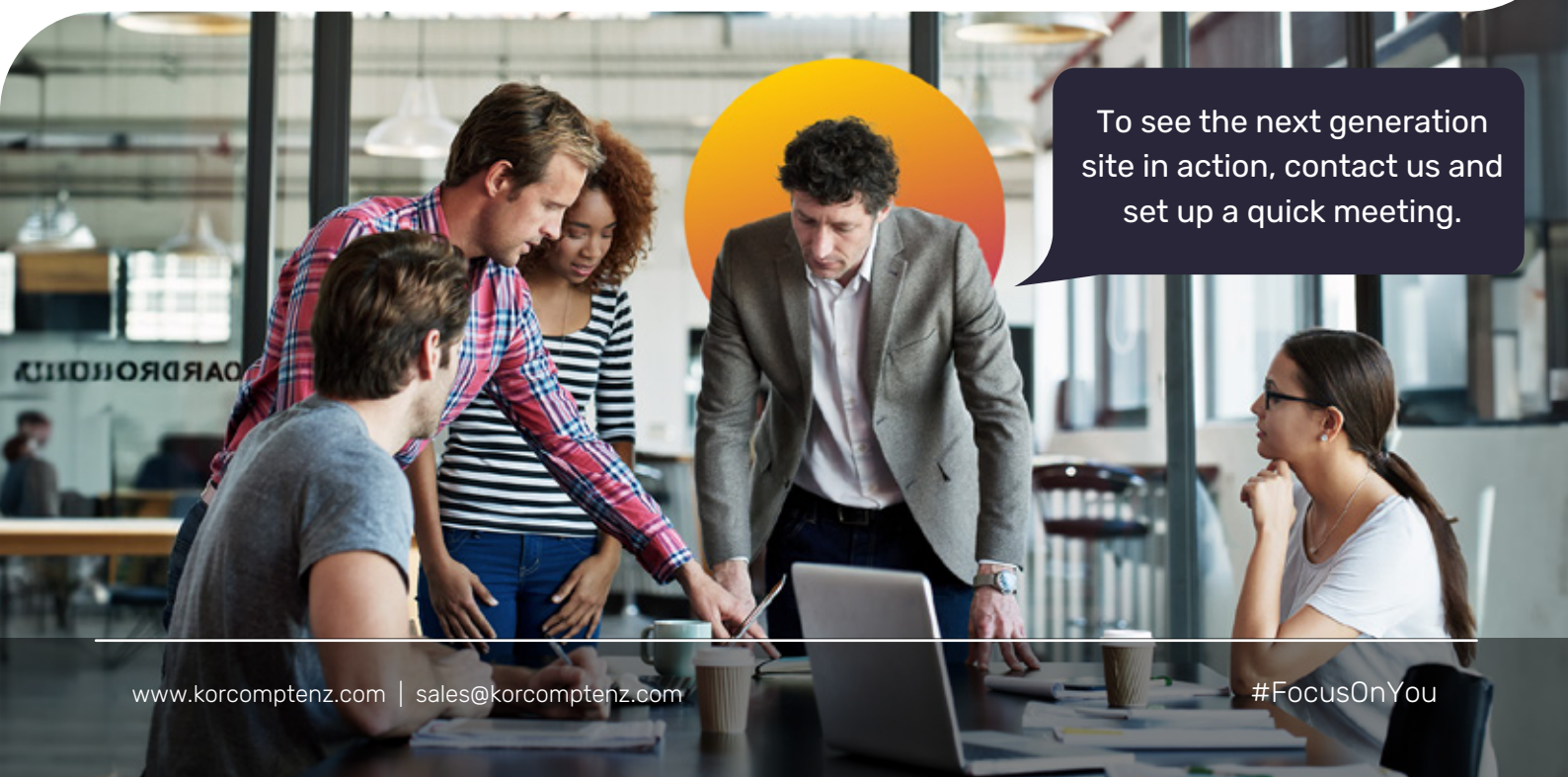
Deployment support and assistance were provided to ensure a smooth and successful launch of the Content Management System, Customer Portal, and Custom Web Application.



## Korcomptenz Expertise

As the chosen solution provider, we were able to offer key expertise to deliver the project successfully with the following:

- 1 Proven Track Record:** We have a solid track record as a Kentico partner, specializing in delivering enterprise-level websites with advanced features that push the boundaries of the platform.
- 2 Robust Project Management:** Our team emphasizes robust project management practices to ensure efficient and timely delivery. We follow agile development methodologies, enabling flexibility and adaptability throughout the project lifecycle.
- 3 Collaborative Approach:** We excel in working within collaborative environments, fostering shared responsibility for solution architecture. We value open communication and collaboration with our clients to ensure alignment and project success.
- 4 Deep Expertise in .NET MVC:** Our team possesses deep expertise in the .NET MVC platform, enabling us to leverage its capabilities effectively and develop robust, scalable solutions.
- 5 Advanced Front-End Development:** We have advanced front-end development skills, ensuring pixel-perfect implementation of designs and delivering exceptional user experiences across devices and browsers.
- 6 Comprehensive Testing Regime:** We prioritize quality assurance and testing, including the implementation of automated testing solutions. This ensures a robust and error-free solution before deployment.
- 7 Code Reusability:** We design and develop solutions with future scalability and code reuse in mind. This approach reduces costs over time, as the code base can be shared with other sites, enabling flexibility and adaptability.



To see the next generation site in action, contact us and set up a quick meeting.

## The results



### Advanced Product Search

The website now features an advanced product search functionality integrated with external management systems. Users can browse products through dynamic categories and apply filters based on various attributes such as color, construction type, size, category, and product availability. This empowers users to find the exact products they are looking for efficiently.

### Product Detail

Users can access comprehensive product information, including color swatches, product images in action, detailed specifications, warranty information, and integration with a "View in Room" service. This service allows users to visualize how the product would look in a photo they upload, enhancing their decision-making process.

### Product Comparison

A user-friendly product comparison feature was implemented, enabling users to select and view multiple products side by side in a fixed "dock" at the bottom of the browser. Users can easily add or remove products from the comparison and explore additional information with just a single click, while the fixed bar remains accessible during site navigation.

### Mobile Compatibility

All features, including the sophisticated product search and comparison tools, were fully optimized for mobile devices such as phones and tablets. Users can seamlessly access and utilize these features on any device, ensuring a consistent and user-friendly experience across platforms.

Additionally, the website incorporated immersive content, showcasing the client's history of innovation, inspirational tools, recommendations, and other valuable resources. A comprehensive site search bar was implemented, enabling users to quickly find what they need by dividing search results into functional areas such as articles, resources, and projects.

Looking to the future, the website will be upgraded to include user login functionality, allowing users to place sample orders. This functionality aligns with the client's other online properties supported by Korcomptenz, further enhancing the overall user experience and facilitating convenient transactions.

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## Our approach

**Discovery Phase:** The project embarked with a thorough discovery and analysis phase, involving close collaboration between our team and the client's business and technical teams. Key aspects of the user experience were finalized, integration points were meticulously defined, and comprehensive user stories were crafted for all functionality. Led by our skilled Project Manager, who also served as the Scrum Master, these collaborative meetings facilitated in-depth discussions and ensured a shared understanding of project objectives. Initially utilizing ServiceNow as the Project Management platform, all epics and user stories were stored for efficient assignment into development sprints. As the project progressed, facilitation was seamlessly transitioned to Jira, providing advanced support and leveraging agile development best practices

**Project Delivery:** Following an agile methodology, the project was delivered through twelve two-to-three-week sprints, supplemented by an additional quality assurance period before the official launch. The sprint planning process involved presenting new design concepts, with a well-coordinated HTML/CSS creation process to equip front-end and back-end developers for seamless implementation within the Kentico Xperience framework. At the end of each sprint, the completed functionality underwent rigorous internal testing by our team, showcased during retrospective meetings with the client, and then released to their technical team for further testing. The client's business team actively participated in thorough user acceptance testing and content population. With multiple integration points across third-party systems, the extended client team included representatives from diverse applications, ensuring connectivity, security compliance, and accurate data retrieval.

**Deep Expertise:** Our success in this project was rooted in our deep understanding of the client's strategic goals, coupled with our extensive experience in the retail and eCommerce domain. With comprehensive technical expertise in both Kentico and Microsoft Azure, we seamlessly integrated these technologies to deliver a robust and scalable solution. Throughout the project, our close collaboration with the client's technical and business teams fostered a shared responsibility for achieving optimal solution architecture. This collaborative approach, combined with our agile development model, allowed us to effectively meet project objectives, exceed client expectations, and ensure a successful outcome.





## Going the extra mile

At Korcomptenz, we are committed to going the extra mile to ensure our customers' success. In addition to the projects outlined above, we have provided the following additional support and services:

**Global Website Support:** We have extended our support to Account Managers covering regions such as America, Europe, and APAC. This ensures that our clients receive dedicated and timely assistance for their global website operations, enabling smooth and efficient functioning across different geographies.

**Azure Cloud Services Consulting:** We have provided consulting and guidance to our customers, helping them leverage the power of the Azure platform for their infrastructure, scalability, and security needs.

**Kentico Consulting:** As a trusted Kentico partner, we have offered comprehensive consulting and guidance to our customers on maximizing the potential of the Kentico platform. Our expertise in Kentico enables us to provide strategic advice, best practices, and implementation guidance to optimize their digital experiences.

**Automated Testing Consulting:** We understand the importance of quality assurance and have offered consulting and guidance on automated testing solutions. Our aim is to assist our clients in implementing robust testing regimes, ensuring the reliability and stability of their digital solutions.

**Strategic Advice and Input:** Our senior leadership and account management team have been actively involved in providing strategic advice and valuable input to our customers. We offer our expertise and industry insights, helping our clients make informed decisions and shape their digital strategies for long-term success.

By offering these additional services and support, we strive to be a reliable and trusted partner to our customers, catering to their diverse needs beyond the scope of specific projects. Our commitment to excellence and dedication to delivering value sets us apart in providing holistic solutions and support throughout our customers' digital journey.

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