



# The Next Normal is Now

From contactless transactions to new online channels, COVID-19 is dramatically accelerating trends already in progress with digital transformation.

If you have been contemplating adding an e-commerce channel and revamping your customer experience, the time to act is now. Automotive and Heavy-Duty Aftermarket companies can take concrete – and affordable – actions to overcome the challenges of COVID-19 and counter threats that existed before the crisis began.

# The Main CHALLENGE

How do you sustain and grow your business?

---

Your business is built on relationships. Relationships with employees and customers. You do business by shaking hands and looking people in the eye. Right now, we simply don't know how soon – or whether – we will be able to fully return to that level of in-person engagement.

Customer preferences were changing before the crisis. Business buyers increasingly want the same level of convenience they experience in their personal lives. They want to search for products, buy, track orders, and manage their accounts online – or have the option to order online and pick up in store. On top of that, safety is now a concern for both your employees and customers. Members of your team and client base could be in a high-risk group for COVID-19.

E-commerce orders have grown

# 129%

Year-over-year in U.S. & Canada as of April 21.<sup>5</sup>

In addition to the need to add digital commerce options, the challenges facing businesses now include:

- Keeping up with changing health and safety recommendations
- Modifying delivery or pickup options to be contactless
- Making your sales and customer service teams more effective

# Capitalizing on the **NEXT NORMAL**

What You Can Learn  
from Retail

To meet changing business customer and employee needs, automotive and heavy-duty aftermarket companies can look at how consumer goods retailers are adapting.

# 56%

of consumers who tried buy online, pick-up in store say they plan to continue using the service after pandemic.<sup>1</sup>



**E-commerce is now a must-have and adding retail-inspired delivery and pick-up options could be a game-changer for aftermarket businesses.**



## **Curbside or Contactless Pickup**

Buy online, pick up in store (BOPIS) grew 28% year-over-year in February.<sup>1</sup> And many retailers expanded curbside pickup and introduced procedures to offer contactless pickup (and delivery) as well.



## **New Shopping and Delivery Options**

Retailers are introducing new delivery options for buyers who aren't yet comfortable returning to shop in stores. Nearly 22% of U.S. consumers are using delivery services more often than they did before COVID-19 and grocery delivery is up by 57%.<sup>1</sup>



## **Increased Communications and Promotion**

As things change, frequent communication with your customers is essential. Let them know how you're responding to meet their needs and keep them and your employees safe. Buyers are twice as likely to engage with messages that contain clear, timely, accurate information and reassurance.<sup>3</sup>

# Aftermarket COMPLEXITY

Special Considerations to Keep  
Your Customers Running

Your customers are essential workers. They make sure the economy and country keep running by delivering everything from toilet paper and food to medical supplies. When a vehicle or equipment breaks down, your customers need to quickly find precisely the part they need—and know how quickly they can get it. Providing real-time inventory availability and same-day pickup is now essential.

These capabilities are now within reach for  
aftermarket businesses like yours.

# 40%

of buyers during the pandemic have switched stores or brands for a better digital commerce experience.<sup>4</sup>



## Time is of the Essence

Buyers need new digital commerce options now. How do you quickly upgrade or launch your digital store?



## Affordable & Modern Platform

You need a modern platform tailored to your business at a price tag you can afford.

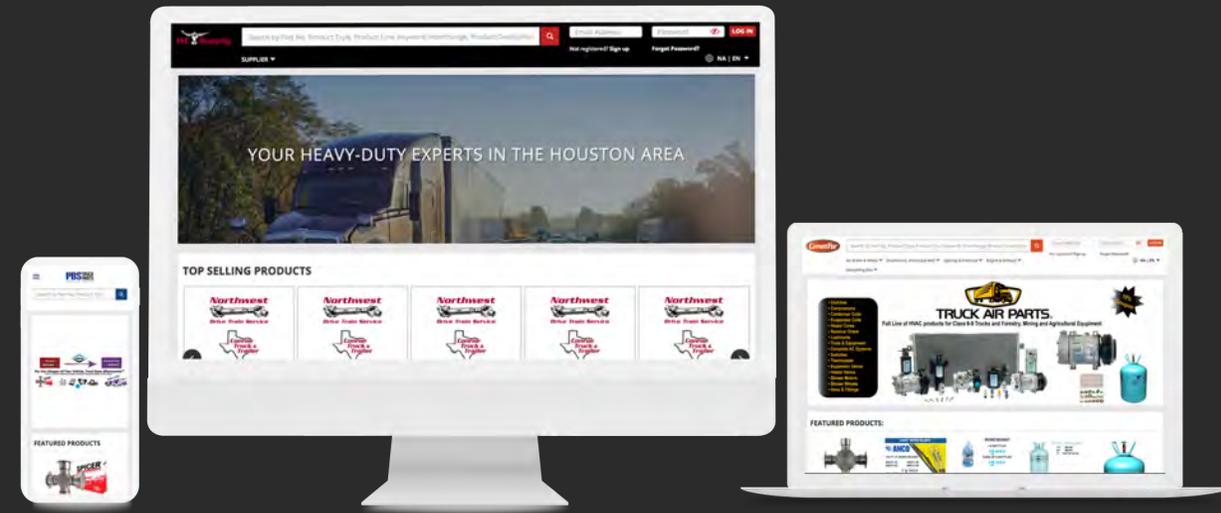
# Introducing CxCommerce

Launch Your Digital Channel  
Quickly and Affordably

You have a solid foundation: your customer relationships, aftermarket industry knowledge, and brick-and-mortar stores are powerful assets.

Now, even in the midst of an evolving market, you can empower your customers – and your sales and customer service teams – to find precisely the right part for the job, confirm it's available, and get it to your customer fast.

PhaseZero knows digital commerce – and we know the aftermarket industry and appreciate the essential role you are playing today. That's why we created a modern digital commerce and experience cloud tailored to your industry and business.



## Meet CxCommerce

CxCommerce makes it possible to add a modern, digital commerce experience for your customers – and your employees – quickly and affordably. Without changing any of your current back-end systems.



### Fast Implementation

Your can be live in 4 to 6 weeks.

# Digital Commerce FEATURES

For the Next Normal

---

CxCommerce provides the technology you need to create a world-class experience for your customers while keeping them and your employees safe.

## **24/7 Online Parts Ordering**

Order anytime from anywhere with convenient, online ordering and automated order updates

## **Product Search & Interchange**

Quickly and easily find products with advanced part search and interchange capabilities

## **Real-Time Inventory by Store Location**

Reassure customers that you have what they need, where and when they need it

## **Account and Volume-based Pricing**

Tailor the customer experience with real-time pricing by customer, order type, or quantity

## **Self-service Order & Account Management**

Streamline customer service with order and account info pulled directly from your existing systems

## **Promotions Management**

Grow sales with promotions and limited time offers for online and in-store purchases

## **Customer Analytics**

Get valuable insights to further enhance the customer experience with metrics by customer

## **Legacy System Integration**

Provide a modern digital commerce experience without changing your existing systems



# CxCommerce ADVANTAGES

Keys to Digital Success

---



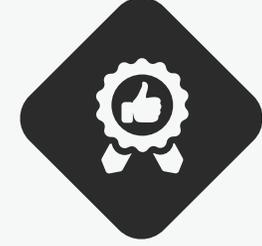
## Operational Advantages

CxCommerce can reduce sales order entry costs by 60 to 70% and improve sales gross margin by .5 to 1%.



## Increased Sales

CxCommerce enables 24x7 ordering and customer self-service and can also increase same customer sales by 5 to 10%.



## Customer Satisfaction

CxCommerce improves customer satisfaction and loyalty, reducing the risk of losing market share to disruptive competitors.

*Results based on recent client case studies.*



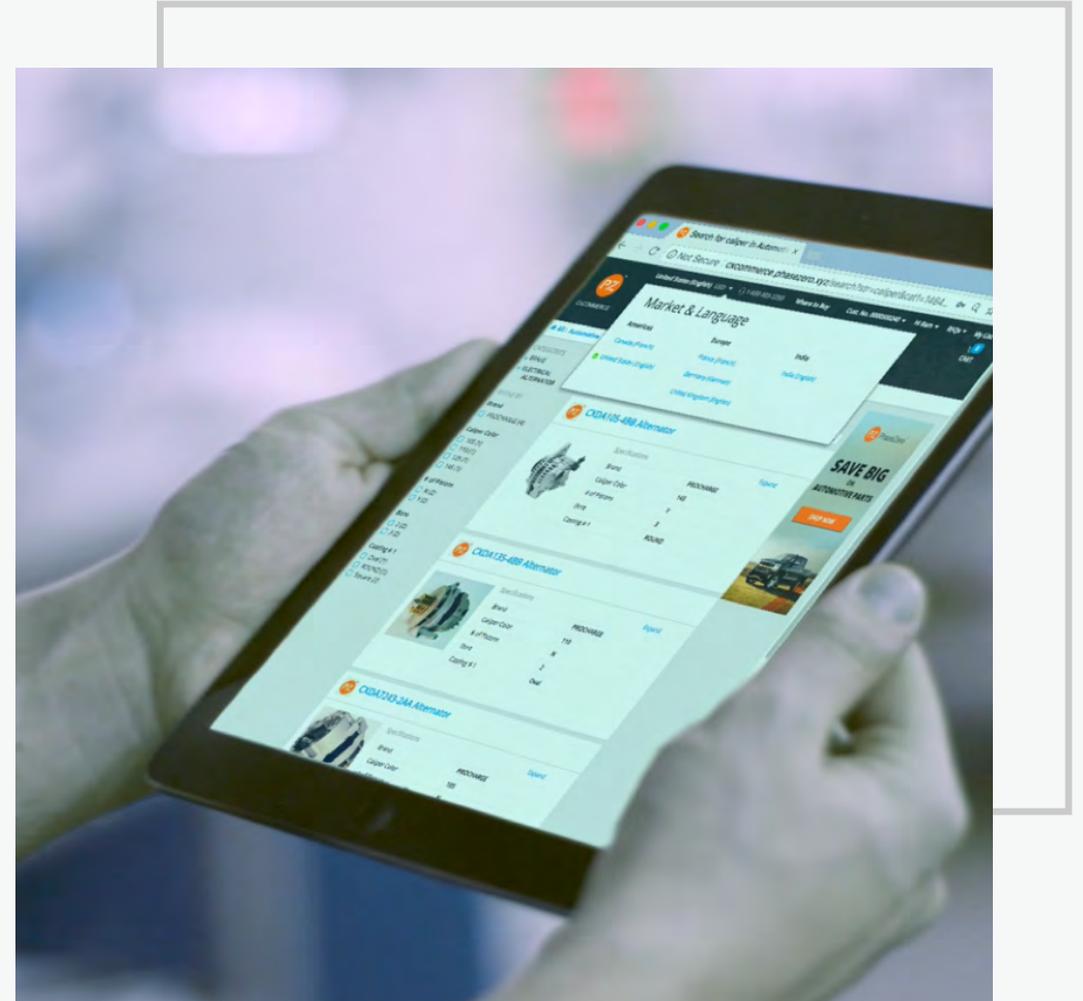
# The **NEXT NORMAL** Is Now

To sustain and grow your business, you need a unified digital commerce experience that works seamlessly with your brick-and-mortar stores, sales, and customer service. CxCommerce provides exactly that without having to change your back-end systems—in as few as 4 weeks.

**Schedule a call today!**

 [cxcommerce@phasezeroventures.com](mailto:cxcommerce@phasezeroventures.com)

 [www.phasezeroventures.com](http://www.phasezeroventures.com)



# SOURCES

---

1. Adapting to the next normal in retail: The customer experience imperative. *McKinsey & Company*  
<https://www.mckinsey.com/industries/retail/our-insights/adapting-to-the-next-normal-in-retail-the-customer-experience-imperative>
2. Channel Shift: Prioritizing Digital Commerce. *Accenture*  
[https://www.accenture.com/\\_acnmedia/Thought-Leadership-Assets/PDF-2/Accenture-COVID-19-Channel-Shift-Prioritizing-Digital-Commerce.pdf](https://www.accenture.com/_acnmedia/Thought-Leadership-Assets/PDF-2/Accenture-COVID-19-Channel-Shift-Prioritizing-Digital-Commerce.pdf)
3. Retailers: Are Your COVID-19-Related Communications Effective? Here's How to Tell. *TotalRetail*  
<https://www.mytotalretail.com/article/retailers-are-your-covid-19-related-communications-effective-heres-how-to-tell/>
4. Consumer organization and operating models for the next normal. *McKinsey & Company*  
<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/consumer-organization-and-operating-models-for-the-next-normal>
5. How COVID-19 Is Transforming E-Commerce. *Forbes*  
<https://www.forbes.com/sites/louiscolumbus/2020/04/28/how-covid-19-is-transforming-e-commerce/#39b12b6e3544>

