How Spryker Helps
Manufacturers
Beat Their KPIs

Spryker

Introduction

The minute a new customer joins Spryker we establish regular communication to ensure we fully understand their business objectives.

In doing so, we are able to advise which **Spryker features and capabilities** are best suited to help our clients **meet their KPIs**.

To demonstrate how Spryker can help your company exceed set goals, we have collated the **five most common objectives** among our manufacturing customers. For each, we list **three Spryker capabilities** proven to help achieve that KPI.

KPI 1 - Expand Business

Although broad, this KPI aims to extend business models, product lines, distribution networks, or expand geographically into new markets. All of these can take place in addition to existing core revenue streams and can be supported by digital transformation.

Learn how Spryker helped B2B construction company Hilti with its expansion.

Spryker Capabilities to Expand Your Business

Spryker facilitates business growth by enabling digital adoption, effective implementations, adaptability, and extensions in some key but often overlooked areas.

Easily manage customer orders

To launch and grow an effective online store, our **OMS (Order Management System)** capability is an essential starting point. This strong foundation enables business expansion by making it easy to manage incoming orders and effortlessly view and edit those already open. Easily keep your B2B or Marketplace order process running smoothly, ensuring quick fulfillment. Customers can also be contacted directly, allowing any queries to be quickly resolved.

Make international tax less taxing

Adhere to respective tax regulations in newly incorporated international markets. Effortlessly configure and manage tax rates for products, shipments, and additional services with our **Tax Management** capability.

Implement more delivery options

Our easy-to-use **Carrier Management** integration allows you to extend options for delivery to new markets. Customers can choose their preferred delivery method from multiple carriers or shipping processes, without the need for your business to implement additional integrations.

KPI 2 - Increase Customer Satisfaction

Customer satisfaction provides insight into loyalty and the likelihood of churn. This important performance metric allows manufacturing companies to generate more business whilst, eventually, identifying areas where improvement is necessary.

Spryker Capabilities to Increase Customer Satisfaction

These capabilities focus on making life easier for your customer, offering them the ability to quickly find exactly what they need, when they need it.

Help customers find the perfect products

Up to 15% of parts orders are returned due to an incorrect item having been ordered. This creates unnecessary costs and dissatisfaction among customers. In industries where product specifications (such as material or model number) are critical, Spryker's **Search** capability allows customers to browse your product range effectively. Our out-of-the-box 'Elasticsearch' technology also enables auto-suggestions and auto-completion, whilst advanced filters further refine results.

Show customers the most relevant pricing

Offer customers more pricing options via our **Price Management** capability. This allows your store to support multiple currencies based on a customer's preference, whilst easily managing gross and net prices per product.

Introduce more ways to pay

Easily integrate and customize multiple payment gateways via our **PSP (Payment Service Provider)** capability. Offer customers the ability to pay via the providers they know, trust, and prefer.

KPI 3 - Increase Brand Loyalty & Recognition

Brand loyalty represents an emotional connection that translates to value. It's especially important in manufacturing, where it can result in customer lock-in for regular, large orders. If successful, loyal customers don't just return to purchase your products or services; they become brand advocates.

Spryker Capabilities to Increase Brand Loyalty & Recognition

Spryker's capabilities in this area focus on ways your business can communicate with and appeal to current and potential customers alike.

Engage directly via email

Drive engagement and keep your customers up-to-date with our **Email** capability. Send automated account emails, order confirmations, and offer newsletter subscriptions without endless integrations or hassle. Utilize this capability to keep your company at the forefront of customers' minds.

Offer social proof

With 92% of B2B purchasers more likely to buy after reading a positive customer review, our **Ratings and Reviews** capability can help boost brand recognition. Display user feedback about your products, offering socially-proven signs of trust. This also allows you to receive valuable feedback whilst moderating the displayed reviews.

Sweeten your deals

Customers love to feel they've secured a great deal. Offer your patrons highly flexible, personalized promotions such as free shipping, special prices, and threshold reductions with Spryker's **Discount Management** capability. Define several types of discounts based on brand, overall cart value, specific product ranges, or unique customer groups. Manage these promotions easily and centrally, ensuring each customer receives an offer they can't refuse.

KPI 4 - Increase Conversion Rates

Conversion rates can apply to a range of desired goals; completed purchases, signups, and downloads, to name a few. In almost all cases, our manufacturing clients say they are looking to increase conversion rates for completed purchases.

Spryker Capabilities to Increase Conversion Rates

Capabilities to increase conversion rates start by enabling you to position your product and company in the best possible light whilst offering convenience to your customers.

Offer an effective purchasing process

An effective checkout process is the first step towards optimizing customer conversions. Spryker's **Cart & Checkout** capability allows customers to easily organize and manage their purchases and apply vouchers and coupon codes. This capability also allows the integration of specific permission-related functionalities for B2B users. Based on their roles and permissions, your customers can easily add or remove products, share the cart, and manage their purchases.

Better understand your customers

Consumer intelligence is key to increasing any conversion. Spryker customers can manage their patrons' accounts and monitor shopping habits more efficiently with our **CRM (Customer Relationship Management),** using customer insights to your advantage.

Categorize your inventory

Organize your product offerings in a fast and efficient way that matches customer expectations and demands. Our sophisticated **PIM (Product Information Management)** capability accelerates business by ensuring a smooth shopping journey with well-organized categories.

KPI 5 - Improve ROI

Improving Return on Investment covers multiple business areas. Specifically, from a digital platform perspective, it focuses on improving revenue per customer and reducing resources spent on managing daily tasks.

Learn how Spryker helped ESA build a brand new digital platform which offered higher revenue.

Spryker Capabilities to Improve ROI

Capabilities to improve ROI include methods to maximize customer engagement and retention, as well as tools to effectively manage your commerce offering.

Utilize compelling content

Provide compelling content and stories to customers with our **CMS (Content Management System)** capability. Spryker's CMS features are extensive and allow you to customize your store, enrich it with information & other content, and allow it to be easily found via search engines. Use this capability to engage customers, increasing conversions and average order values.
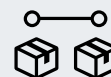
Inspire additional sales

The Spryker **Product Relationship Management** capability allows you to cross- and up-sell items with complimentary products. Inspire additional sales and increase your margin through this implementation.

Stay on top of your inventory

Remain aware of your stock levels via our **WMS (Warehouse Management System)** capability. Easily keep an overview of your inventory and display accurate quantities of product availability in your store, allowing your customers to apply this information to their purchasing decisions.

You can view all of Spryker's capabilities and features on the Spryker Product Portal or contact our team for more information.

About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, expand to new markets and business models faster than ever before: Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Visionary in the 2021 Magic Quadrant™ for Digital Commerce, just one year after it first appeared (2020), and has also been named as a major player in B2B e-Commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at spryker.com

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