



CASE STUDY

Environmental Solutions Group (ESG) increases Self-Service Aftermarket order 900%



CLIENT

Environmental Solutions Group
Waste Collection Equipment

CHALLENGE

Streamlining a slow, error-prone manual aftermarket order process for dealers and their customers to minimize equipment downtime and revenue loss.

SOLUTION

CDS Partable for integrated self-service replacement part search, selection and ordering including 2D exploded view images with hotspots and interactive 3D models.

RESULTS

A 900% increase in online self-service orders and almost 700% increase in ecommerce revenue; 1 customer and dealer satisfaction and more efficient commerce operations.

"We're looking more closely at patterns from our customers and how they order. Being able to provide our dealers with recommended stocking lists based on the latest historical order data helps them improve their fulfillment capabilities and keep customers' equipment running."

Dave Young, VP of Sales, Product Management & Marketing
Environmental Solutions Group

THE CUSTOMER

Environmental Solutions Group (ESG)

ESG, a division of Dover Corporation, provides the latest innovations in equipment for the waste collection industry. Its offerings include leading brands such as Heil® garbage truck bodies, Marathon® trash compactors and recycling balers, Bayne Thinline® Lifters and Curotto-Can® automated front loader equipment. ESG serves large enterprise customers like Waste Management and Republic Services directly as well as approximately one hundred smaller customers in the waste management and recycling business through its dealer network.

THE CHALLENGE

Customers struggling to purchase replacement parts online

ESG's success is measured by its customers' ability to keep their waste management and recycling equipment in service. Ensuring ready access and availability of replacement parts is essential.

"The faster we can get them the right part, and the easier we can make that process, the better," said Dave Young, VP of Sales, Product Management & Marketing at ESG.

ESG's customers, dealers and technicians are typically very familiar with their equipment, but it could be difficult to identify specific product names and part numbers in ESG's online catalogs and website. As a result, it was seeing a lot of inbound calls to source parts and place orders—which could have been processed much faster and more efficiently online. ESG sales and service staff were happy to speak with customers, but their time was better spent trouble-shooting, dealing with exceptions and reaching out to new prospects. The process also delayed order deliveries, created order errors, and extended equipment downtime.

The company also wanted to provide its dealers with more visibility into customer ordering trends so that they could inventory the right replacements parts to ensure ready access for preventive maintenance.

To overcome these challenges, ESG needed a more integrated and digital replacement parts ordering capability.

CDS PARTABLE FOR AFTERMARKET PARTS SEARCH

Key capabilities:

- **Simplified catalog management:** Streamlined setup and management of replacement part search for ESG staff, ensuring shoppers can quickly find and purchase the correct parts on their own.
- **2D & 3D visual search:** Complete product visualization with exploded view images with hotspots, interactive 3D with part selection, and BOM navigation for 3D models.
- **Specialized searches:** Including serial number, product version, order-based search and more.
- **Integration with existing ERP and commerce management systems:** API-based integration for callback operations and data transfer with customer back-office systems.



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THE SOLUTION

CDS Partable for integrated self-service online ordering

To modernize its ecommerce channel, ESG deployed CDS Partable, an integrated solution for identifying, selecting, and ordering replacement parts for its waste management and recycling equipment.

Partable is designed for both novice and experienced users and provides several important advantages for ESG, its customers and its dealers. Simplified catalog management makes it easier for ESG staff to set up and manage replacement part search and ensures users can quickly find and purchase the correct parts on their own. Secure interactive search with 2D exploded view images and interactive 3D models that leverage existing engineering CAD & product data, dramatically improving the accuracy of part searches. Partable also uses API-based integration for seamless callback and data transfer with ESG's ERP and commerce management systems.

"By embedding Partable in our ecommerce platform, we've made the replacement part process easier for everyone involved," said Young. "Our people now can focus on higher value areas and get closer to our customers with greater transparency about what they are ordering and what they need. The more frictionless the interactions, the greater their uptime and the less the disruption to their business."

THE RESULTS

A 900% Increase in eCommerce orders

With CDS Partable's state-of-the-art aftermarket interface, ESG is seeing a dramatic migration to its online channel across its business with a 900% increase in replacement part orders being made online and a 696% increase in online revenues.

ESG customers are voicing their approval. Using a real-time customer feedback process that tracks every call and email, ESG has seen its approval ratings rise from the 70-80% range to 95% plus, according to Young.

That shift is also delivering other strategic benefits:

- Higher order accuracy rates and fewer returns
- Lower online shopping cart abandonment rates
- Reduced operating costs due to more efficient commerce operations
- Improved data visibility into customer order trends for dealers

Partable is also helping ESG acquire new customers and retain existing business, according to Young. "The more we have tools like this to show them, the more of their business we're going to earn. It makes our customers lives easier and allows us to scale at the same time."

In Young's view, the most important part of the improved ecommerce capability is that it moves the customer conversation from price to value. "We're able to show them the full value of doing business with us and how it makes their job easier and prevents equipment downtime. It reinforces that they made the right choice when they bought our premium product unit in the first place."