

Xerox Hits the Ground Running with a New E-Commerce Solution from Intershop

Faced with an e-commerce solution that is showing its age, companies can either upgrade the existing system or replace it with a new one. Xerox took the second route and saw average order value rise by nearly 30 percent.



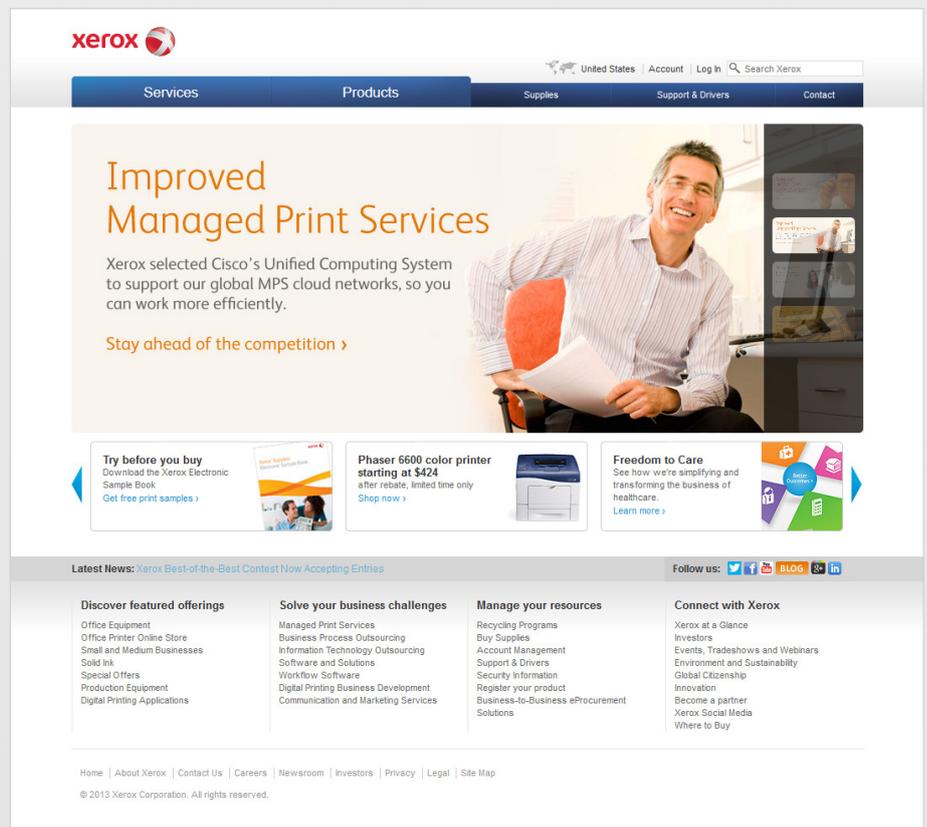
EXISTING E-COMMERCE SOLUTION NO LONGER ABLE TO COPE

With a headcount of 66,500 and operations in 160 countries, Xerox has a 50-year-plus history as a leading provider of services and solutions in the document management sector. The company's Internet sales platform, Xerox Direct (XD), was run as a hosting service, but the solution failed over the years to keep up with Xerox's requirements. The old platform was unable to cope with innovative ideas or support a comprehensive service, resulting in rising costs, inadequate workarounds, and increasingly unsatisfactory results.

DEFINING NEW OBJECTIVES

It quickly became clear that the effort involved in upgrading the legacy solution would be prohibitive. Xerox therefore decided to start from scratch with a new system that would allow online shoppers to experience the company's commitment to quality, efficiency, and customer focus. It was important to attract new customers and also to retain existing ones, not least because loyalty, brand integrity, and corporate success are all at risk if customer habits are neglected when overhauling online stores. The company thus needed an experienced partner that would ensure retention of customer trust while establishing a new, powerful sales channel.

Xerox Direct chose Intershop to create a sophisticated website and implement the new requirements right through to the



back-end. Supported by the Intershop Infinity Suite, Xerox now deploys comprehensive, up-to-date e-commerce functions based on powerful and adaptable technology. The Intershop team implemented the major project within budget and in under four months, as scheduled.

CONSTANT CUSTOMER FOCUS

The new search engine is delivering impressive results and can also cope with any future restructuring of the online store. Meaningful URLs are possible, while a high search engine ranking is also assured. An additional analysis

package enables simple measurement of click rates to deliver insights into customer buying behavior, giving Xerox an overview of the performance of its online store at all times and allowing it to act quickly if required. Existing knowledge of customer usage was leveraged to create a clearly structured layout that integrates one-page checkout functionality and an intuitive navigation tool. The system's navigation support includes the Infinity Suite advanced search function, which is based on FactFinder technology from Intershop partner Omikron. Entering a product description in the search

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field always produces the desired result, regardless of typing/spelling errors or whether the product is spelled differently in the database. The new personal customer area is another key development. It has been extensively adopted by users, thanks to its personalization and recommendation functions and intuitive, attractive user interface.

The Intershop solution also scores highly with customers after they have placed their order. A fast, reliable delivery service is supported by end-to-end mapping of business processes.

THE RESULTS SPEAK FOR THEMSELVES

Xerox Direct has benefited significantly from switching to the new e-commerce solution, with average order value increasing by 27 percent and the value of orders generated by product recommendations rising by 69 percent. The number of orders generated by product recommendations rose by 97 percent and check-out

completion rate is up 11 percent. These results demonstrate that the all-new solution has already paid off for Xerox.

E-COMMERCE SOLUTION – KEY FACTS

Intershop product:

➔ Enfinity Suite 6.3

Business model:

- ➔ Business-to-business
- ➔ Business-to-consumer

Industry and products:

- ➔ Business and document management
- ➔ Printers, copiers, scanners

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