Case Study

Meziere Enterprises

www.meziere.com

Industry

Automotive Industry

Partner

GoldenComm
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Background

Meziere Enterprises is a family owned and operated company focused on providing customers with the very best in performance auto parts. This focus starts with product designs aimed at solving problems common to performance vehicles, which have demanding parameters. It is executed by their wide array of machining and manufacturing capabilities, and attention to detail. For almost 30 years, Meziere has been providing outstanding technical and customer service for their products within the performance vehicle industry.

Goals and Challenges

Meziere has grown their online presence over the years, and it was time to bring the brand into a new era. After learning how their customers search for products and the type of information they are looking for, Goldencomm needed to reorganize and simplify Meziere's product structure. The goal was to make it easier for customers to find what they are looking for, and ultimately, to make the purchase. With a modest budget, another challenge was to find a user-friendly CMS that was easily updated by the Meziere staff. Naturally, the site needed to be mobile friendly.

Solution

There are many things to be said for simplicity. The Kentico platform offers a nice "out-of-box" e-commerce solution that is simple, takes most best-practices into consideration, and also allows for flexibility. GoldenComm was able to complete the website with minimal custom backend code.
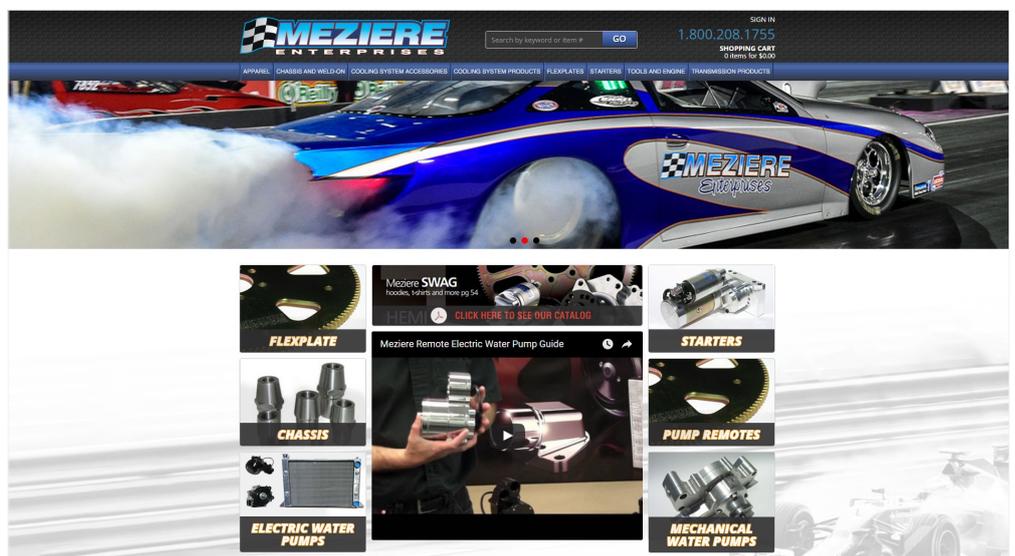
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Utilizing form controls within the Kentico platform, GoldenComm created a dynamic product detail page for a Meziere customer to find all the information they needed. Meziere can control all descriptions, multiple images, PDF downloads, etc., for each product, with ease from within the admin side of the site. Meziere can also maintain order status, tracking info, etc. for their customers through this same area.

The Device Profiles feature within Kentico provided Goldencomm with the ability to create a unique page view per device, giving a mobile user the appropriate shopping experience. Integration with UPS carrier pulls real-time shipping.

Single sign-on and access management modules to log in automatically to the many admin portal sites that are currently hosted in the system were integrated. GoldenComm also integrated JIRA to pull in projects, resources, and tasks into the employee dashboard and utilized a custom Smart Search module with auto-complete features.

Results

By keeping things simple, Meziere was able to create an affordable, new e-commerce website. Their customers can more easily find detailed information on their part numbers, download specifications if needed, and now purchase products both on desktop and mobile.

- Monthly hours were saved in development/support by using Kentico
- Within the first month of launch, the site saw an increase in average session duration
- Meziere found an increase in efficient order fulfillment via the Kentico site admin

Key criteria for using Kentico

- Extensive CMS and Online Marketing capability
- Extendable framework
- Software is continuously supported by Kentico
- Smart Search capability
- Straightforward integration with third-party web services
- Granular roles and permissions features
- Advanced schedule jobs services
- E-commerce features