capSpire

Gravitate Portal Increases Sales Volume Among Existing Customers By Up to 40%

HIGHLIGHTS

The implementation of Gravitate helped a petroleum distributor to strengthen customer engagement, increase sales volume, and reduce transaction costs.

QUICK FACTS

- Automatic out-of-the-box integration between Gravitate and the CTRM system, RightAngle, supported the vast majority of the company's needs and enhanced ease of use.

- Once capSpire implemented the Gravitate portal, customer engagement surged in the form of 20% higher log-ins and 40% higher sales volume among existing customers.

THE CHALLENGE

In a competitive and fast-paced marketplace, commodity-focused organizations must deliver more information quickly to customers to successfully make sales and keep customers engaged. The company wanted to provide a customer service experience that would outmatch its competitors and help them gain an edge.

One of the largest petroleum distributors in the Northeastern U.S. wanted to better engage customers online and upgrade its user experience throughout the sales process. To accomplish this objective, the **company traded its several legacy customer portals for capSpire's Gravitate solution**.

As part of the implementation, capSpire **integrated Gravitate with current business applications, enhanced the system architecture to support the company's needs, and customized the portal to align with the company's branding**. Not only did overall customer service improve, but customers were also empowered to **access data in real time** and to make better, faster sales decisions. By forging stronger connections with existing customers, the **company significantly increased sales volume while eliminating the costs of maintaining multiple portals**. For this client, Gravitate paid for itself within 12 months.

The Problem

The company used several separate legacy portals for customers to access information online, including a selling platform from which customers could buy products and other portals that enabled customers to access account information, previous transaction data, and invoices. Maintaining all these portals was costly and functionality was not optimal because of technology limitations. The company needed a solution with more flexibility and with the option for customers to purchase more efficiently. Additionally, the look of these portals was outdated and misaligned with the company's branding. To resolve these issues, the company sought a single integrated portal for customers to transact and access their information online, along with the capability to completely customize the appearance and functionality of the portal.

The Solution

capSpire replaced all previous customer portals with Gravitate, a self-service web portal that enables users to buy products and access a full spectrum of transaction data and documentation within a single platform—on any device, from any location, and on demand 24/7. Gravitate has many notable features that improve information accessibility and communication between customers and commodity-focused organizations:

- Customers can login from a desktop PC, tablet, or smartphone 24/7.
- Customers can monitor prices in real time and even receive alerts when prices shift.
- Customers can purchase products and view transaction documents whenever and however they want.
- A built-in notification system allows companies to easily send messages to specific groups of customers by email, text message, or fax. Customers can also configure event- or time-based alerts.

To ensure that the latest data is automatically available to customers, capSpire integrated Gravitate with the company's CTRM and ERP systems, which are RightAngle and Oracle. Out-of-the-box integration with RightAngle supported the vast majority of the company's needs. However, capSpire extended these capabilities to support the complexities associated with P&L segmentation and to support certain means of purchasing products.

Additionally, capSpire gave the portal the look and feel of the company's branding so that users received a streamlined and cohesive experience. The portal appears as though it was built specifically for the company and is its own platform.

Business Benefits

- Gravitate improved connections with existing customers and increased sales volume by up to 40%.
- Portal usage increased among customers, as evidenced by a 20% increase in log-ins.
- Because the company went from using several customer portals to using only one portal, it now spends less money on portal maintenance.
- The Gravitate portal paid for itself within 12 months by reducing transaction costs.
- Because Gravitate is configurable, the company exerts more control over the user experience.
- Customers can access the information they need and make purchases at any time.

capSpire provides the unique combination of industry knowledge and business expertise required to deliver impactful business solutions. Trusted by some of the world's leading energy companies, capSpire's team of industry experts and senior advisors empowers its clients with the business strategies and solutions required to effectively streamline business processes and attain maximum value from their supporting IT infrastructure.