# Corra's Most Recent UX-Centered B2B Implementations

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Corra                                                                                            August 28, 2023

B2B commerce solutions used to be an afterthought in terms of solution technology and UX design. Those days are long gone.
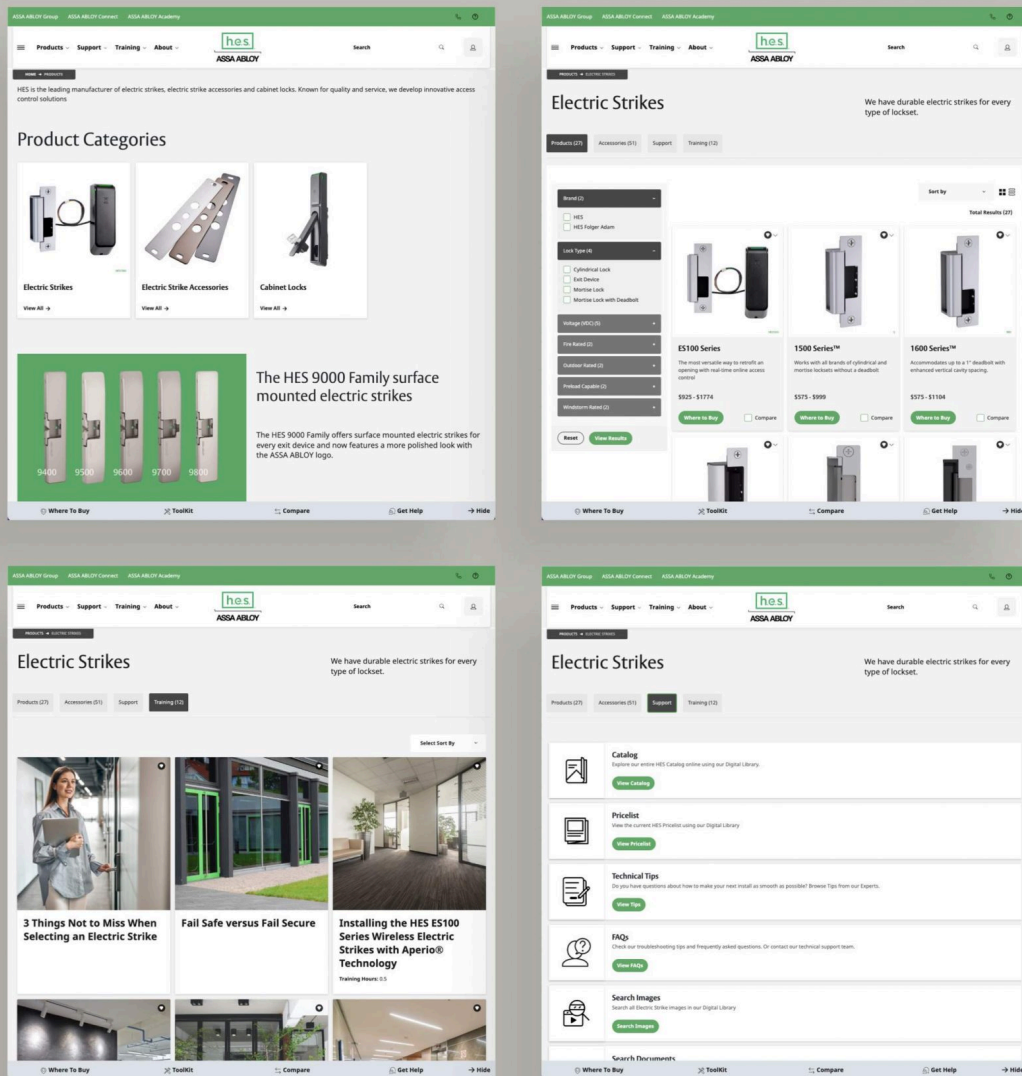
Now, agencies like Corra specializing in industry-leading website development and thought leadership understand that enterprise level B2B organizations are fertile ground for sophisticated solution integrations that bring technological functionality and elegant user-centered design together.

Here are some of our most recent B2B solutions that use leading technology to build purchase journeys that turn traffic into conversions.

**ASSA ABLOY**

ASSA ABLOY is one of the largest manufacturers of security and access control solutions globally. They are a Swedish conglomerate present in more than 70 countries and are the market leaders in mechanical and electromechanical locking, access control, identification technology, entrance automation, security doors, hotel security, and mobile access solutions.

ASSA ABLOY has five subsidiary electromagnetic access control brands, and all of these brands needed their website under the ASSA ABLOY transactional commerce umbrella. A headless architecture was implemented so that a change to any channel of the ASSA ABLOY solution was registered across all brand websites. The PIM system was integrated with Adobe Experience Manager and Adobe Commerce to make frontend changes to their product catalog easier and more efficient.
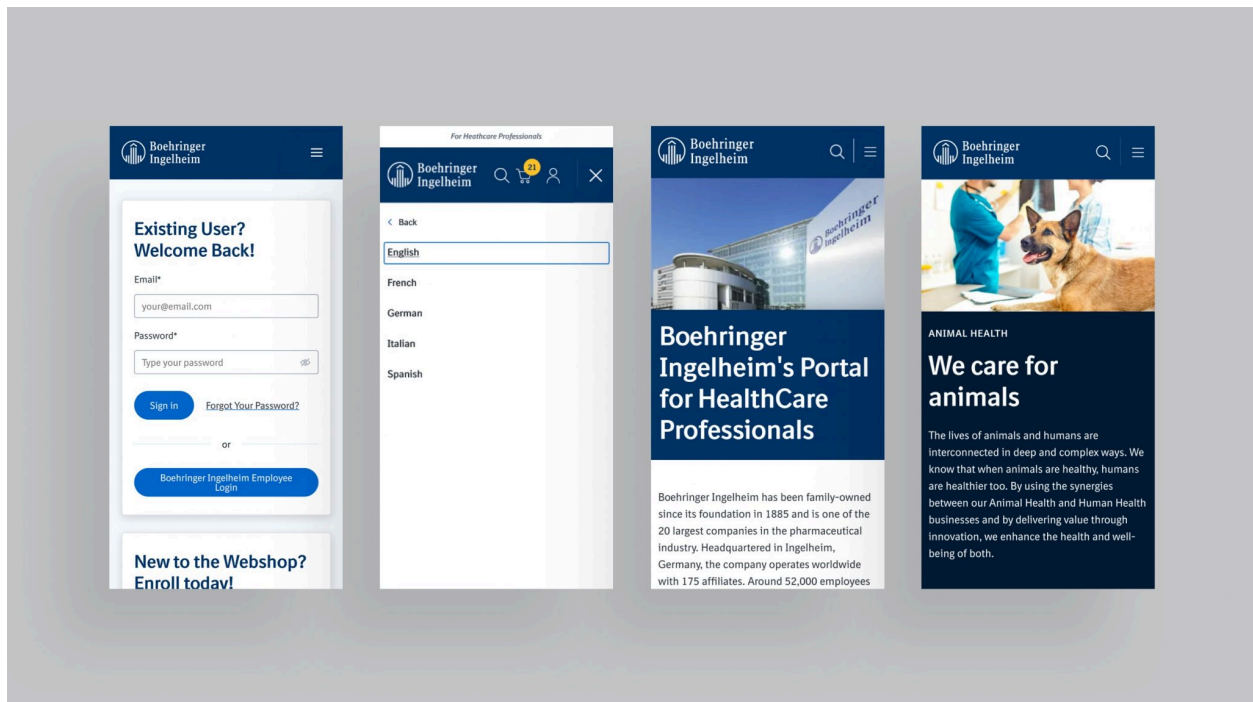
A heuristic audit and CX audit were performed to integrate data into our PDP and PLP design decisions. Heat-mapping analysis and user survey results were analyzed to make sure the changes made to product pages would highlight what the ASSA ABLOY commerce experience did well and to smooth out the aspects of the purchase journey that were increasing the bounce rate. Changes include adjusting filter settings for mobile users to make filters mobile device friendly, increasing the size of key action items like the buy now button, and adding similar product recommendations to the bottom of product pages to create pathways for distinct user types.

An advanced filter system was also put in place so that customers can configure and purchase their products on the ASSA ABLOY website. This consolidation of user's purchase journeys is a key step in turning traffic into revenue.

**Boehringer Ingelheim**

Boehringer Ingelheim, founded in 1885, is the world's largest privately owned pharmaceutical company. Their animal health division had a solution built off a legacy platform, and it wasn't able to handle the strategic demands of their business.

Corra built Boehringer Ingelheim two global reference gateways that are iterated into markets around the world. One gateway is designed to handle Boehringer Ingelheim's two biggest markets, the US and France, while the other global reference gateway handles markets around the rest of the world.



The reference build for the two largest markets, France and the US, has two instances, one coded to handle the US's prescription regulations and the French instance is coded to handle French prescription regulations. Both instances are built to allow single sign-on procedures that allow users to sign into the Boehringer Ingelheim loyalty program while also running their orders through their respective national regulation procedures.

The gateway for the rest of the world uses a headless architecture supported by Adobe Commerce and is regionally reactive, meaning that a single backend produces a different logic and frontend for users depending on where they're signing in from.
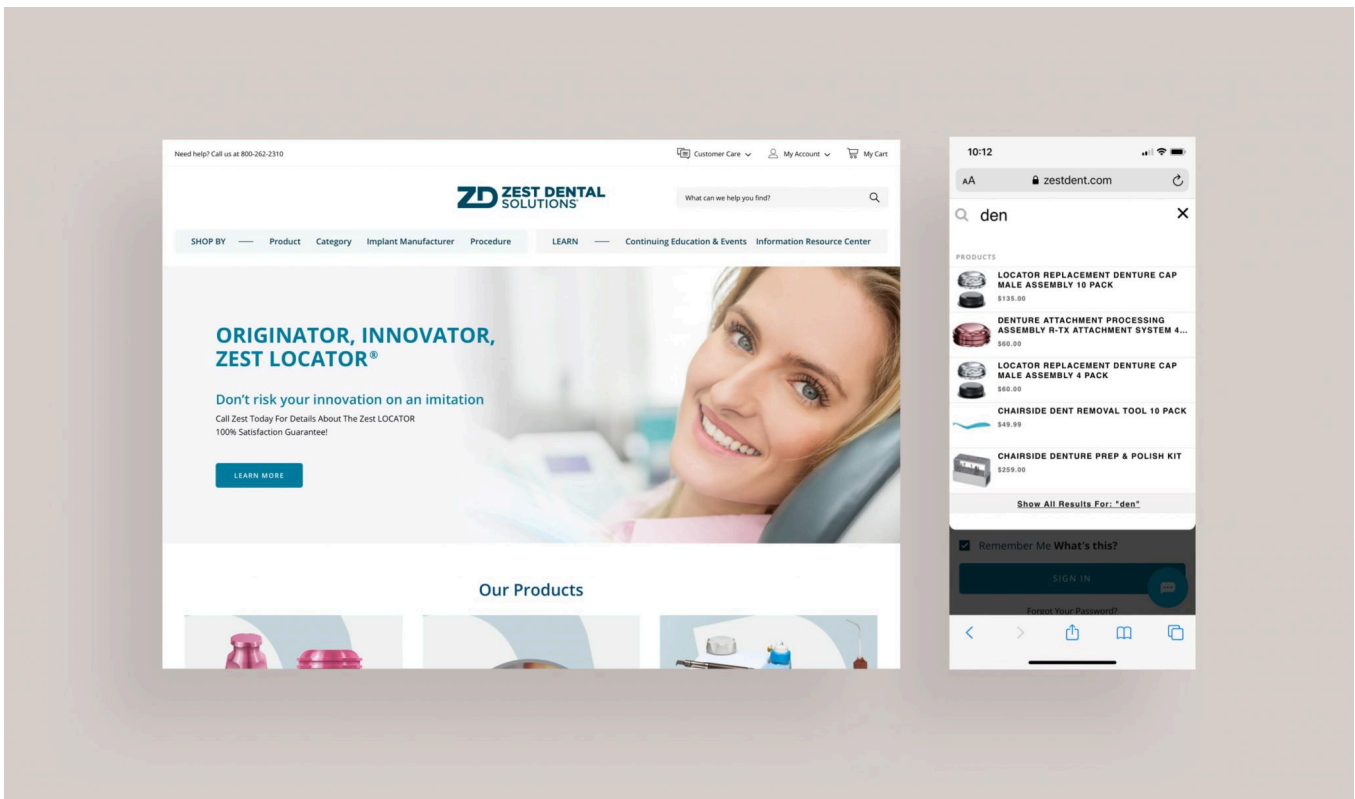
Boehringer Ingelheim is enrolled in TotalCare, Corra's budget-flexible, managed services program that provides 24/7 break-fix support, proactive enhancements through weekly agile sprints, and a roadmap for upcoming implementations and upgrades.

**Zest Dental**

What began in 1972 within a small dental laboratory in San Diego is now Zest Dental Solutions, a global leader in the manufacturing and distribution of solutions for dental patient care. From the preservation of natural teeth to the treatment of total edentulism, Zest provides dental practitioners around the country with tools and materials for restorative care, overdenture implants, and whitening.

Corra performed a UX overhaul for Zest dental that included a data migration for optimized functionality, a sticky header and meg menu with three different design templates, a slide-out mini cart allowing for easy editing, and a smart checkout flow with a logic that instantly recognizes if the customer's email is associated to an existing account.

Zest Dental Solutions was also able to leverage the pre-integrated technologies Corra's solution has to offer. For example, InstantSearch+ delivers search results refined by AI and real-time behavior analysis. When Zest's buyers type on the search bar, they can now preview search results and find what they need quickly through personalization technologies.



Corra's storefront solutions integration, a drag-and-drop CMS, allows Zest's team to manage content easily within the Magento dashboard. To improve content delivery, Corra has also created a library of Page Builder templates with custom CSS classes that can be reused in the future.

Corra's UX strategists focused on making it easy for them to find the right product quickly through a simple, intuitive category structure and navigation options. This approach avoided the time, effort, and budget needed to implement and manage a custom product finder wizard. It also

enables them to manage their product data easily and rank highly in organic search in order to drive more traffic to the site.

**Atrium Innovations (A Nestlé Health Science company)**

Atrium Innovations, a Nestlé Health Science company, is a globally recognized leader in the development, manufacturing and commercialization of innovative, science-based, natural health products that are distributed in more than 50 countries. Atrium has over 1,400 employees and operates seven manufacturing facilities. The family of Atrium Innovations brands includes Pure Encapsulations, Douglas Labs, Seroyal, and Klean Athlete.

Atrium wanted to unify their shopping carts across all brands to build a cohesive checkout experience. Their portfolio of sites carry complimentary products, for example, a healthcare provider may purchase energy supplements for patients from PureEncapsulations.com and order hormonal health vitamins from DouglasLabs.com. To satisfy this requirement, Corra implemented a shared cart (and mini-cart) functionality across sites within the same country. Customers buying from any one of Atrium's 10 brands can now login into each site with the same credentials, view their purchase history, and enjoy a seamless checkout experience when purchasing across two or more sites.
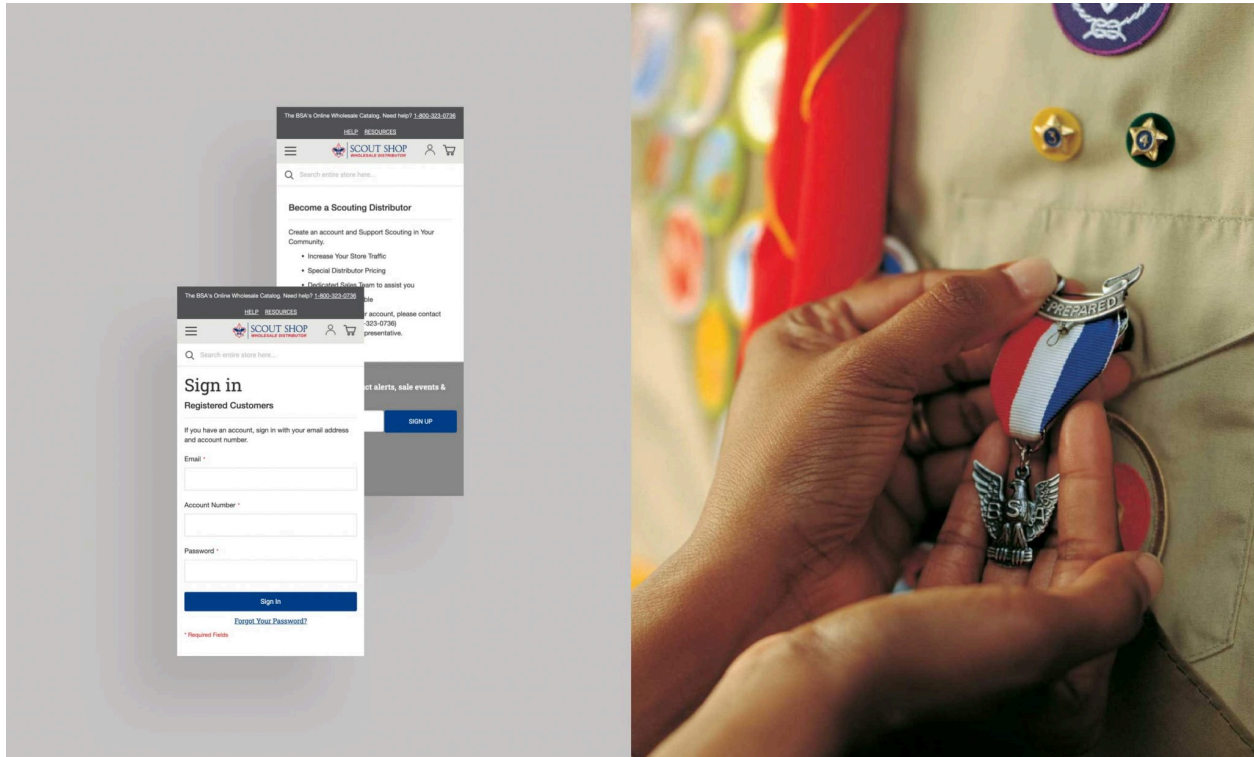
Atrium divided their customers into three main segments: practitioners, non-practitioners and athletes. An API cross-references the customer's credentials when they log in and they're shown a relevant path to purchase with pricing tailored to them—i.e. Klean Creatine for athletes. The personalized tracks for different customer groups allowed Atrium to provide each customer with the information they need and avoid complicating the journey with information or additional steps that aren't applicable to them.

Atrium Innovation's new commerce solution is yet another example of how B2B transactional commerce pages are perfect use cases for streamlining UX experiences that deliver efficiency and personalization.

**Scouts BSA**

Scouts BSA (formerly known as The Boy Scouts of America) online store sells a variety of apparel, badges, camping gear, literature, crafts, and more. BSA initially enrolled in Corra's TotalCare program in October of 2018 and we have been managing and maintaining their site ever since.

BSA is administered through 272 local councils and divided into districts that directly serve Scout units. Because of this, these B2B users needed to be associated with multiple accounts. Natively, the email address that users use to log in is tied to a unique account. However, because of how councils are structured, the Scout Shop had to be able to grant access to multiple accounts through the same email.

BSA holds camping events at remote locations throughout the US. To ensure accurate delivery within set time frames, they require camping event organizers to submit additional order information. With a new custom form in the checkout, BSA can now gather specific information such as "needed by date," "earliest date deliveries can be accepted," special shipping instructions, contact name, and contact phone number. This allows customers to place orders far in advance while ensuring that they will be on-site at the location to receive the order.

Corra made back-ordering possible for B2B users. They are now able to checkout with items that are currently out of stock and will be shipped at a later date.
Crafting the Future of Commerce

Corra, a Publicis Sapient company, is the global commerce leader and SI helping brands and organizations grow by evaluating, building, and optimizing their digital commerce ecosystems. Our vast experience with composable and headless implementations speeds time-to-value and provides technical freedom to our clients. Our TotalCare managed services program provides gold-standard support, enhancements and ongoing commerce strategy. We are strategic thinkers, accomplished engineers, and award-winning experience designers. We believe outstanding customer experiences can't exist without flawless technology, and that flawless technology is pointless without beautiful, human-centered design. Our clients are an integral part of our team. Together, we remove the obstacles that are limiting growth and discover new opportunities. We don't rest until our clients achieve their full potential. Our clients' KPIs are our KPIs. We have 20 years of experience in commerce technology, but we also know that customer expectations are constantly evolving. For this reason, we've built future-proof solutions and refined an agile execution process that helps our clients achieve more with less. As a Publicis Sapient company,

Corra joins a global network spanning 20,000 people with 53 offices around the world enabling us to accelerate our clients' businesses through designing and building the experiences and services their customers demand.