



CASE STUDY



groupe touchette | PASSION. INNOVATION.

# Groupe Touchette Partners with Pivotree to Build Dynamic B2B Customer Portal Leveraging SAP Commerce!

## Introduction

In response to significant developments within the tire distribution industry, Groupe Touchette sought digital transformation to improve the omnichannel user experience for their B2B customers. Partnering with Pivotree, Groupe Touchette developed a best-in-class eCommerce portal leveraging SAP Commerce. This enabled them to create a more intuitive and seamless omnichannel buying experience for their customers. Higher usage and adoption of the new commerce platform and improved customer satisfaction marked the success of the initiative.

## The Story of Groupe Touchette

Founded by André Touchette in 1979, Groupe Touchette Inc., is the largest Canadian-owned tire distributor, and has been recognized for over 40 years for its expertise and superior level of service to manufacturers, car dealers, and independent customers. Led by Nicolas Touchette and Frédéric Bouthillier, and headquartered in Montréal, the company specializes in value-added tire distribution services. Groupe Touchette has close to 1,600 employees and a presence across Canada with over 50 distribution centers.

Through its TireLink and DT Tire channels, Groupe Touchette services car manufacturers, car dealerships, and independent tire retailers. The company also serves Canadian consumers under the retail banners Tirecraft, Integra Tire, Signature Tire, Tireland/Ici Pneu, Tire Partners/Pneu Solutions, Pneu Select, MécaniPneu, Pneus Chartrand Mécanique, Pneus Express Mécanique, and Touchette Motorsport. Thanks

to a solid structure and understanding of the Canadian territory, Groupe Touchette is in a position to offer delivery services in 90 of the 100 largest cities in the country in less than three hours.



## The Opportunity of Digital Transformation

In 2018, Groupe Touchette leveraged their longstanding partnership with SAP to develop a strategy to respond to the many dynamic shifts within the automotive tire industry. These shifts included an increase in eCommerce sales, the emergence of private label tires, heightened demand for specialized tires, and advanced use of data, analytics and technology logistics, to name a few. In response, Groupe Touchette embarked upon an exciting multi-year transformational journey, including new B2B, omnichannel eCommerce site development.

In addition to building a stable platform programmed with workflows and business rules that would create a frictionless customer experience, it was also paramount to ensure multi-site, scalability. It was key to empower Groupe Touchette to seamlessly develop enhancements and improvements within their evolving industry seamlessly.

At the outset of this strategic initiative, Groupe Touchette and Pivotree outlined key requirements to improve customer experience:

- ✓ Improving a self-service portal to reduce friction in the user experience for customers that must make purchases as part of the job
- ✓ Developing a better-connected view of product, pricing, and promotions relevant to the company and the individual making the purchase
- ✓ Centralizing the view of the product catalog and the means to search and navigate to the exact tire fitment customers need
- ✓ Empowering B2B buyers with the right product data to make their jobs easier when dealing with end-customers.
- ✓ Establishing a solid, modern, scalable commerce foundation that would be in line with maximizing their investment on SAP's Intelligent Enterprise

As one can see, Groupe Touchette's focus was to improve the B2B buyer journey and strengthen the customer experience.



## Why Groupe Touchette Chose Pivotree

To get the project launched, the company sought a seasoned commerce integrator with a deep knowledge of SAP Commerce. The integrator was also required to have knowledge of the best practices for building effective B2B and B2C storefronts; this was especially important as it would empower Groupe Touchette to accelerate the deployment of their new transactional platform.

Ultimately, Pivotree won the opportunity to work with Groupe Touchette due to:



**Strong partnership and track record with SAP Commerce**



**Solid reputation as an expert in B2B eCommerce in the local Canadian market**



**Specific experience within the automotive and tire industry**



**Positive endorsements from customer references**



**Demonstrable ability to be flexible based on customer requirements and budgets**



**Most importantly, honest and transparent conversations with the customer**



## How Pivotree Responded

Given the versatility and flexibility of SAP Commerce and a great track record in the tire industry, SAP Commerce was the most appropriate match for Groupe Touchette's business needs. In particular, the depth of mature B2B capability, and the ability to set up various configurations such as multi-site, omnichannel, multiple catalogs, languages, currencies, and storefronts on a single instance was key.

Groupe Touchette's objective was to achieve digital transformation and improve the omnichannel user experience for their B2B customers and end-customers. To be successful, Groupe Touchette understood they must achieve the following capabilities:

- ✓ Tailoring to the unique needs of Groupe Touchette's diverse community of clients
- ✓ Supporting the aspiration for an integrated, customer-support capability
- ✓ Unifying all online functions onto a single platform
- ✓ Ensuring scalability for their multi-brand and acquisition-driven growth
- ✓ Developing a centralized view of customer, product, pricing, inventory, and order information

Through a detailed analysis of Groupe Touchette's business, coupled with deep expertise in SAP's Commerce capabilities, Pivotree would partner with Groupe Touchette to develop a thoughtful and effective architecture roadmap and a prescriptive implementation plan.

Pivotree began the project by building a solid foundation integrated with Groupe Touchette's existing SAP S/4HANA infrastructure. More importantly, the platform allowed us to establish a hub for future omnichannel engagement with the flexibility to expand and adapt the functionality in tandem with Touchette's evolving business.



# In particular, Groupe Touchette developed the following 12 capabilities and enhancements:

By establishing an omnichannel foundation, customers felt an immediate impact with an improved, more frictionless tire buying experience. These direct and indirect impacts are expected to yield the following benefits moving forward:

- ✓ Improved customer loyalty and repeat purchases
- ✓ Increased competitive advantage and market share
- ✓ Lower calls and costs to the call-center

Feedback from Groupe Touchette's customer base was overwhelmingly positive:

- Enhanced SOLR for Tire Search by Tire Specifications, Vehicle, Staggered Fitment
- SAP S/4HANA Integration with contract pricing, orders, promotions & customer data
- Complex product data modeling: Products, Brands, Vehicles, Service and Eco Fees...
- Online payment enhancements\*
- Customer support order & ticket integration\*
- Customized ASM to offer dynamic searching options for customers
- Faceted navigation and filters
- Booking creation portal\*
- UI/UX improvements to cart selection

The image shows two screenshots of a tire search interface. The top screenshot is titled 'Staggered fitment' and features callouts for 'Flexible size input formats', 'Direct by code', 'Additional fields criteria', and 'Weather criteria'. It shows search fields for 'Front tire size' and 'Rear tire size', with a table of results including 'Item SKU', 'Brand', and 'Model'. The bottom screenshot is titled 'Vehicle selection by cascading dropdowns' and features callouts for 'Weather criteria' and 'Previous searches memory'. It shows a search form with dropdowns for 'Year', 'Make', 'Model', and 'Option', along with a 'Tire size' field and search buttons.

- Tire Guide / Vehicles data: TGP data import - critical for searching by vehicle MMY
- Delivery cut-off countdown\*
- Enablement of manufacturer promotions (rebates) data integration, logic, & management from back office

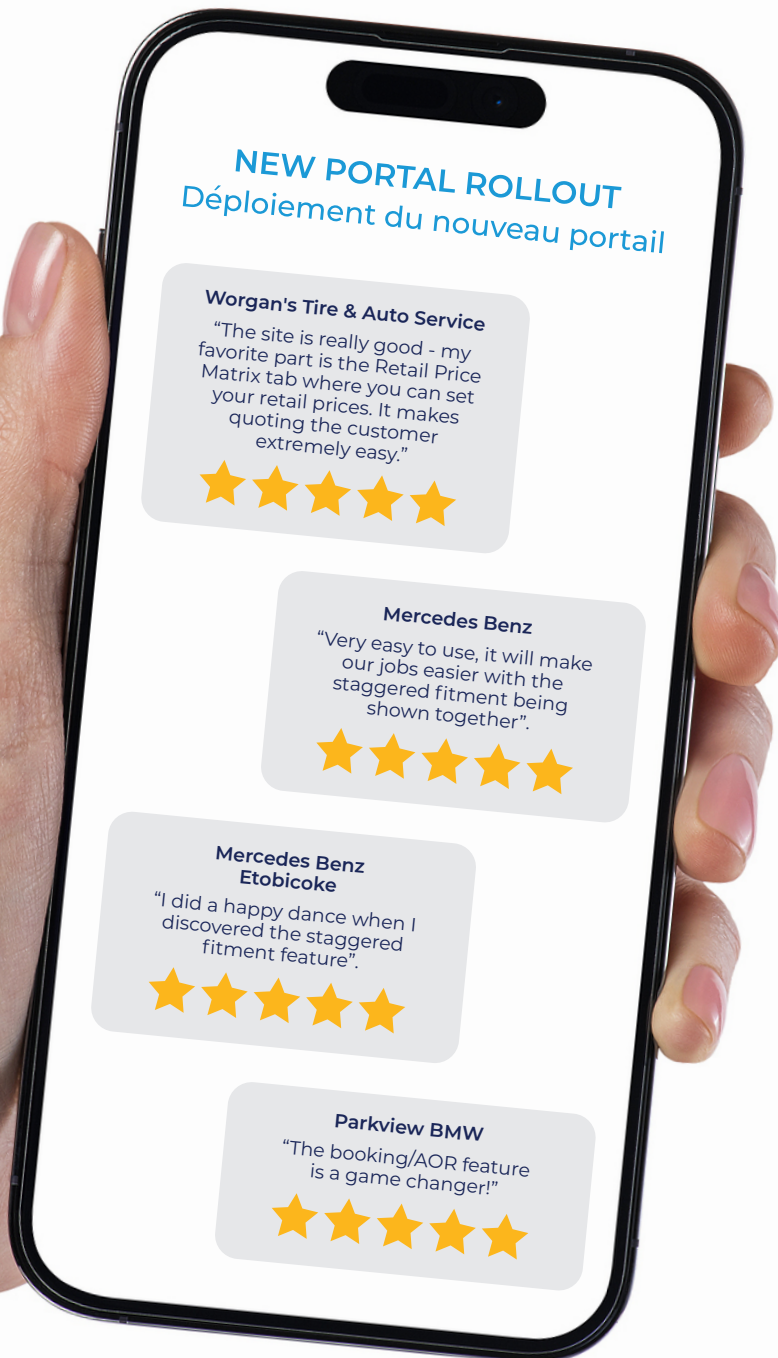
\*These items are currently being being developed.

## Results

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## Additional Success:

Groupe Touchette experienced an increase in the usage of the transactional website, with over 94% of orders going through the web order, representing an increase of approximately 15% from their previous platform. Additionally, Groupe Touchette achieved substantial development in team knowledge, acquired through collaboration in developing the different features required for the transactional platform.

## The Road Ahead

The foundation for organizational evolution is now in place. With a strong Commerce hub integrated with SAP S/4HANA, Groupe Touchette can now leverage further omnichannel evolution for the next generation of Tire Distribution, aligned with SAP's Intelligent Enterprise roadmap. Groupe Touchette can now extend the customer experience to more touchpoints. With a better framework to obtain a unified view of the customer, Groupe Touchette has the framework for better optimization of the purchasing experience and can therefore strengthen relationships with the customer base.

With the SAP Commerce platform established, Groupe Touchette has the tools to expand to add new B2B and B2C business units using the multi-site capability, leveraging shared backend integration with SAP S/4HANA, while maintaining a centralized product catalog. Investments in capabilities on specific branded sites can be reused across others, with the flexibility to create unique customer journeys and experiences. With each business unit added to the platform, economies of scale would improve the overall return on investment and platform capability. Connecting to other SAP CX solutions can help Groupe Touchette expand into Marketing, Sales, and Service channels for 360-degree control over the customer experience.

For more information on Pivotree's Ecommerce capabilities, and more on enabling frictionless commerce, please visit [www.pivotree.com](http://www.pivotree.com), or contact [info@pivotree.com](mailto:info@pivotree.com)

