



X-Rite

Success story

Retaining Global Leadership with Cameleon Multichannel Commerce

X-Rite, a leader in color measurement technology and color matching solutions, is a powerful force in the high-tech industry, achieving significant revenue increases and reduced costs by streamlining their eBusiness with the Cameleon Commerce Suite. Since deploying Cameleon, X-Rite has doubled online revenue, tripled online orders and profitably penetrated a new customer market.



At Access Commerce, we measure success by the quantifiable benefits customers achieve with Cameleon.

Powered by Cameleon, X-Rite has achieved the following impressive business results:

- 98% of orders shipped within 48 hours
- Order processing costs reduced more than 50%
- Internet revenues increased more than 100%

“Cameleon improved the customer’s product selection, enhanced the ordering experience and provided a faster turnaround time – giving us stronger customer relationships as well as increased revenue.”



Murphy Keeley
Director of Sales Operations

X-Rite delivers its multifaceted product offering to a broad range of industries - including print, medical, graphic arts, digital imaging, and industrial and retail color matching.

The Challenge

X-Rite's initial foray into online selling relied on a complex and often frustrating ordering process. The completion of an individual order required multiple steps with limited options, difficult navigation, and time delays in order shipment. The entire process went through many hands, increasing the possibility of errors, increasing order fulfillment time and driving up costs. X-Rite needed a solution to address these issues.

In order to maintain their competitive edge, X-Rite wanted to simplify and enhance the online customer experience, provide customers with more option availability and reduce order-processing costs. X-Rite also needed a way to reach out to smaller businesses to build and enhance their customer relationships. To meet these objectives, they determined they would need a comprehensive guiding system that could provide online product configuration, catalog items, accurate pricing, expanded option availability and start-to-finish ordering and fulfillment.

The Solution

X-Rite elected to deploy Cameleon Commerce Suite for their growing business and technological needs. Cameleon enabled X-Rite to present information and recommend products online in the simplest and visually pleasing way. The leading-edge capabilities of Cameleon have armed X-Rite with a competitive advantage in their industry, allowing them to fully automate the process of matching products to a customer's exact need, configure online, obtain accurate price quotes and easily place orders.

By investing in Cameleon technology, X-Rite now has the ability to continually improve the entire online experience for its various customer and distribution channels, giving them more options to choose from and guidance to make faster buying decisions.

"Using Cameleon, we are able to configure products online to meet individual customer requirements," said Keeley. "Customers are offered more choice, can mix and match options from our Web site making it easier for customers to do business with us. Since Cameleon, our Internet activity has doubled!"

Cameleon completely streamlined and fully automated X-Rite's online selling and ordering process, creating an online self-service portal. Customers are now able to select, configure and order products without waiting to talk to a Customer Service Representative. Orders are now routed directly to the shop floor and shipped on average within 24 hours.

Cameleon enables X-Rite to individually match specific products to complex customer needs. With Cameleon, pricing is accurate and consistent in every step of the order process, allowing X-Rite to offer incentives and specific promotions to online customers. Cameleon integrates with X-Rite's ERP system, creating an online store that is sophisticated, robust and easy to use.

The Results

Through Cameleon-powered online selling, X-Rite expanded their customer base and increased both online revenues and order volume. Small businesses, independent operators and individuals can now access X-Rite products through their streamlined online store. A year after adopting Cameleon, X-Rite's total online revenue has doubled and the number of online orders has tripled. Order volume is increasing at a rate of 150% per month. Reduced customer service costs have resulted in financial savings on every order, allowing X-Rite to profitably penetrate the low end market and further expand their business.

Pricing incentives--made easy with Cameleon--entice customers to the website and help direct their purchases. X-Rite's distributors also benefit from Cameleon through X-Rite's online portal. Via a secure login, distributors are connected directly to the information they need whether located in the sales portal or the ERP system. They are presented with personalized products and pricing specific to their needs, eliminating wasted time and money.

"It was all about Cost to Serve. Cameleon has and will enable us to offset costs in sales, marketing and customer service. We can offer more to our customers at a lower cost to us." said Keeley.

Access Commerce Professional Services delivered with an efficient execution of multiple project phases. Using the acclaimed Cameleon Model Designer methodology:

"The Access Commerce team demonstrated an excellent ability to execute. Phase One implementation finished on time and under budget," said Bob Briggs, Director of Information Technology at X-Rite. "As for project management, we are extremely pleased with the implementation."

X-Rite was able to accelerate the configuration modeling process and quickly become self-sufficient. The Access Commerce team worked closely with X-Rite to meet specific company goals and created an e-Commerce site with a high degree of branding, unmatched customization and positive visual imagery.

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