

Igniting an online B2C sales engine for a leading hardware manufacturer

HCLTech engineers a highly scalable
sales infrastructure to enable
frictionless growth

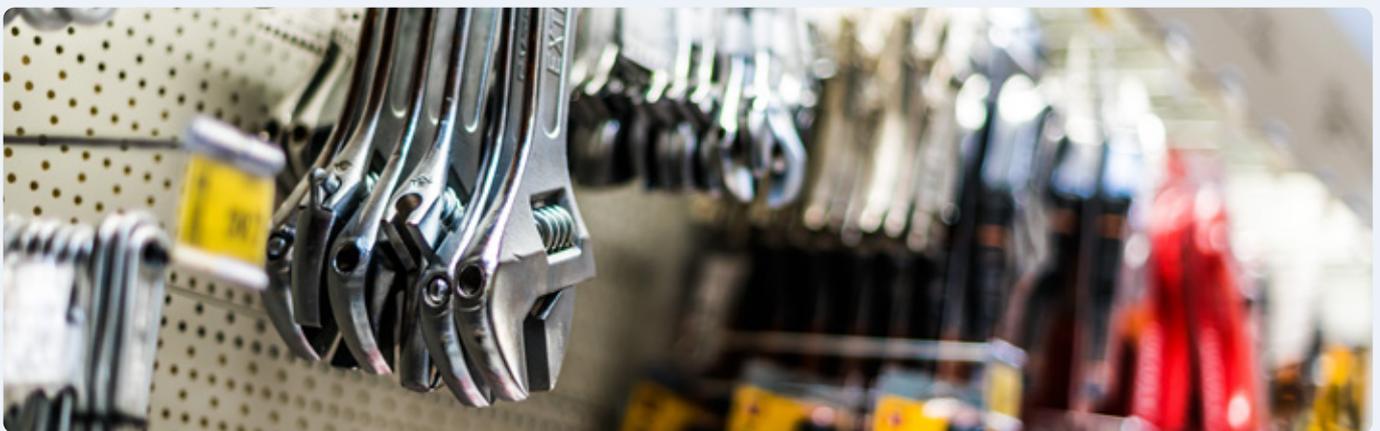


Stanley Black & Decker (SBD) is a Fortune 500 company founded in the nineteenth century and based in the United States. It is a world leader in industrial tools. Many of its sister brands are household names that have been shaping people's lives for decades. However, with a limited online B2C presence and a pandemic-induced sales slump, the company partnered with HCLTech to build an e-commerce platform that would enable it to sell directly to its potential customers. HCLTech understood the company's predicament and started with a simple, low-cost SaaS solution to initiate the change. The solution could potentially improve online B2C revenue by over 100%. In addition, HCLTech has continued working with the company to shape its digital strategy.

The Challenge: Leapfrogging into the digital age

SBD realized that even a low-cost but fully functional B2C presence could boost sales and make the organization more resilient. In addition, SBD was spending heavily on maintaining its obsolete digital infrastructure

that no longer met customer needs. The obsolete infrastructure was also delaying time-to-market. Leadership decided that an innovative digital strategy was the key to solving both problems.



The Objective: Build a state-of-the-art sales website to drive sales and delight customers

SBD knew it must implement a modern, digital B2C website as the primary face of the company's online operations. Since it had already attempted digitizing its operations, it wanted to start with a simple execution that

would unlock synergies while keeping costs in check. The platform needed to appeal to the modern online shopper while adhering to the most stringent security standards to guard against data breaches.

The Solution:

Iterated approach to building an e-commerce platform

Since SBD wanted to start with a low-cost SaaS solution, HCLTech's solution architects conducted a SWOT analysis of the existing options. SBD zeroed in on Shopify Plus as the base for its e-commerce platform. Agora was chosen as the middleware, while SAP retained its position as the ERP system. With these components, HCLTech delivered a scalable platform that required minimal maintenance. Since it facilitated commercial transactions, it was built on the highly secure Shopify platform and customized for SBD-specific business needs. The website was revamped to offer a superior customer experience and followed a highly responsive design with a smooth, device-agnostic user experience. The older systems were retired and HCLTech integrated other internal applications through a modern approach.



The Impact:

Catapulting to a state of frictionless growth, scalability and a seamless shopping experience

With the latest innovations in e-commerce platforms and an all-new website, SBD no longer had to worry about losing out on business to competitors. A straightforward implementation of partner programs boosted customer engagement.



A smooth user experience translated to higher conversion from the website



Highly scalable software enabled frictionless growth and resulted in a 124% increase in YoY revenue