

THE UNIVERSAL GROUP INCREASES RECURRING SALES THROUGH NETSCORE'S PRICING SOLUTION

The Universal Group, LLC supplies leaf springs and related suspension components to the light, medium and heavy-duty truck and trailer replacement market. The company has a long history of developing and sourcing products around the world, as well as distributing some of the best-known US brands including Hendrickson, Gabriel, Reyco Granning, SAF Holland, Goodyear, Clevite, L&H Threaded Rods, Watson & Chalin, Elgin Industries and others.

Challenge

The Universal Group wanted to provide discounts to its repeat webstore customers and thereby automate the pricing based on the customers' purchasing history; it necessitated them to adopt a scripting customization to avoid the manual effort required to update the custom pricing details regularly for the webstore.

Solution

NetScore's scripting solution for pricing delivered a robust solution that reduced the manual effort required to update prices for its customers on The Universal Group's webstore. As part of the customization, NetScore provided custom rules-

based pricing, which enabled them to automate the pricing process based on their requirements.

Benefits

Reduced Manual Effort Due to Automation

Using NetScore's scripting solution, The Universal Group reduced the manual efforts required to update prices for its repeat customers on their webstore from hours to minutes. Through automation, they need fewer resources to run the operation.

Improved Sales Through Recurring Business from Customers

Through NetScore's scripting solution, The Universal Group can provide discounts to its repeat customers; it has led to recurring business from customers and improved sales.



Customer

The Universal Group
www.theuniversalgroup.com/
Pennsauken, New Jersey

Industry Automotive

Project Type: Scripting Customization

