

Helping B2B Shoppers Complete a Purchase

CASE STUDY

CUSTOMER CHALLENGE

A manufacturer faced high cart abandonment due to a complex and overwhelming checkout process.


INDUSTRY

Pipe fittings manufacturing and distribution

IMPACT

We transformed the checkout page with auto-populated fields and fewer forms, making checkout easier and faster.

SERVICES PROVIDED

- Store Webpage Designs
 - User Journey Mapping
 - Quality Testing & Audits
- 

Using Design to Transform Complex Shipping Processes into an Easy Checkout Experience

Our client is a leading manufacturer and distributor of pipe fittings. They offer hundreds of products, each of which can be customized to client specifications. In an effort to grow sales and reduce operational costs, our client built an online B2B store for its customers.

When creating the checkout page of their online store, our client wanted to allow customers to select their preferred warehouse and shipping address for each product in an order. Customers were required to fill multiple forms on the checkout page to customize shipment details. The result was a lengthy and complex checkout experience leading to cart abandonment at a crucial point in the conversion journey.

RhymeCommerce conducted a design audit and user journey mapping to understand buyer needs. By allowing customers to select their preferred warehouse for each product, but limiting their order to one shipping address, the checkout process could be streamlined while providing buyers the valued warehouse selection feature.

Using buyer data, a default warehouse was auto-selected for each product based on the customer's previous orders. The auto-selection eased decision-making fatigue and complexity. If customers wanted to change the pre-selected warehouse, they could open a newly-designed pop-up to override the auto-selection.

PROJECT COMPLETION

6 Weeks

CART ABANDONMENT

15.2% reduction

PURCHASE COMPLETION RATE

82.6% more efficient

The checkout design was also updated to automatically pre-select the buyer's default address as the shipping address, eliminating the need for manual input. Lastly, the checkout was updated with B2B eCommerce design best practices, such as clear instructions and streamlined steps.

RhymeCommerce's expertise in B2B eCommerce design, eCommerce technology, and business strategies transformed our client's checkout, reducing cart abandonment and increasing conversions.

About RhymeCommerce

We unlock B2B eCommerce ROI by designing visually appealing, intuitive and functional buyer experiences.



Saumya Goel

Partner & Product Manager
saumya@rhymecommerce.com



Alexandra Olsson

Partner & UX/UI Designer
alexandra@rhymecommerce.com

Website www.rhymecommerce.com

Email contact@rhymecommerce.com

Before

Shipping Warehouse

Cart 1

Basket #:

Saved Date:

3/26/2024

Items

Part #	Description	Manufacturer Type	Quantity	Unit Price

DELETE

RECALL

Checkout

Step 1 of 3

Shipment Information

Please enter your shipment information below

Ship Method

Carrier and Service Level

Required Ship Date

Customer Freight Collect Account Number

Customer PO Number

Attention/Tag

Notes

After

2. Delivery Options

 Shipping
out of 1 warehouse

Shipment from

Warehouse

Est 15.23 lbs

Shipping date * ⓘ
Select a time to ship your order.

- ☒ ASAP
- ☐ On a future date

Available to ship on **Mon. May 12**

Select a carrier and service level *
Select your preferred shipping carrier and service . Price and delivery estimates will be available from Allied once your order is submitted.

Select

Freight Collect Account Number * ⓘ

Note *

Third Party Billing (optional) ⓘ
☐ Delivery of this order is being billed to a third party.

Continue

Checkout after the redesign

Edit Cart (6)

Secure Checkout

1. Delivery Address

+ Add new address

☒ 456 Elm Street
Austin, TX 78750

Address linked to prepaid option

☐ 456 Elm Street
Austin, TX 78750

☐ 456 Elm Street
Austin, TX 78750

Address linked to prepaid option

+ Select from saved addresses

Continue

2. Delivery Options

3. Order Details

Order Summary

Subtotal
Estimated Tax \$4.23
Estimated Weight 31.5 lbs

Total \$535.29

Add Discount Code

Cart (3 items)

Complete purchase

Addresses from the buyer's address book are displayed for selection, clearly indicating where prepaid shipping is available. To streamline the process, orders can now be shipped to only one location.

2. Delivery Options

Shipping
out of 2 warehouses

Package 1 from

Edit

Ships on May 12
Carrier UPS
Freight Collect Account Number 123456788
Note Must send MTRS with the order

Shipment from
Est 15.23 lbs

Shipping date *

Select a time to ship your order.

☒ ASAP
☐ On a future date

Package available to ship on Mon. May 12

Select a carrier and service level *

Select your preferred shipping carrier. Price and delivery estimates will be available from Allied once your order is submitted.

Select

Freight Collect Account Number *

Note *

Website www.rhymecommerce.com

Email contact@rhymecommerce.com