

# 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 autopopulated 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 autoselection 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 visuallyappealing, intuitive and functional buyer experiences.



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## **Redesigning Checkout Flow**

Before
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Basket #:				
Saved Date: 3/26/2	2024			
Items				^
Part #	Description	Manufacturer Type	Quantity	Unit Price
Checkout				
Step 1 of 3				
Step 1 of 3 Shipment Information Please enter your shipment information below	ow			
Step 1 of 3 Shipment Information Please enter your shipment information bel Ship Method	ow		Carrier and Service Level	
Step 1 of 3 Shipment Information Please enter your shipment information below	ow			ccount Number

Notes

After

2. Delivery Options

Out of 1 warehouse

Shipment from 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

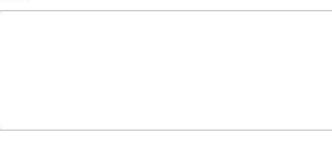
#### Select a carrier and service level \*

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 \*

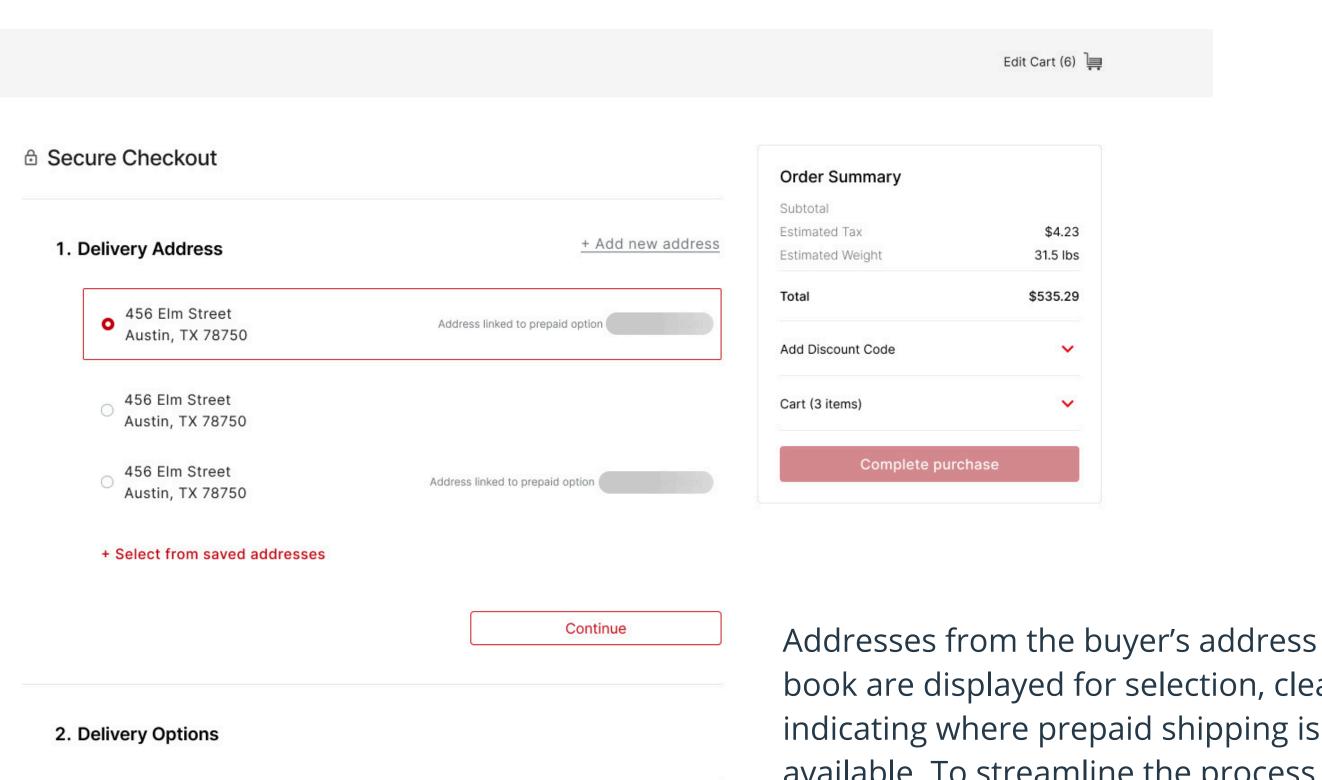


Third Party Billing (optional) 🕕

Delivery of this order is being billed to a third party.

Continue

## **Checkout after the redesign**



3. Order Details

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.

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#### 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.

eight Collect Account Number	* 0
ote *	

Items can still be shipped from multiple warehouses, but this process is now managed on the Product Details Page (PDP) and in the cart. All items in an order can only be shipped to a single location, eliminating the need for a multi-step shipping selection process for each item.