

Abdul Latif Jameel



Abdul Latif Jameel Motors (ALJM) is a major player in the automotive industry, primarily known for being the passenger car division of the larger Abdul Latif Jameel (ALJ) group. ALJM distributes Toyota, Lexus, and Ford vehicles in various markets

Streamlined Parts Procurement Platform powered by SAP Hybris B2C Website

Challenge

- Elevate the customer experience for Toyota and Lexus clientele
- Automate the eCommerce customer journey
- Harness a range of digital functionalities to streamline the process of ordering spare parts

Solution

Engineered 44 interfaces, seamlessly integrating SAP Commerce Cloud (SAP Hybris-B2C Parts) with various internal and external systems through SAP CPI and API-M capabilities

Outcome

- An intuitive online platform featuring a user-friendly interface, facilitating effortless browsing, searching, and purchasing of spare parts, thereby minimizing errors and maximizing operational efficiency
- Advanced search and filtering tools to swiftly and accurately locate precise parts, enhancing customer satisfaction and reducing turnaround time
- Implementation of an integrated inventory management system ensuring precise stock availability information, optimizing fulfillment processes and ensuring timely deliveries
- Prioritizing clarity, efficiency, and user control, the digital platform delivers a seamless and positive customer journey

