

MW Company



Industry:

Retail

Technologies:



Customer

MW Company, a division of CisnerosCorp, is an engineering, design, manufacturing, and marketing company with a portfolio of leading brands in the automotive and lifestyle industry. Some of its leading brands include WELD Racing, MOMO, Forgestar ADV 1 CCWW Forged Performance, Driven Motorsports, Reds, and HiPer Technology.



Challenge

MW struggled to expose their existing customers to new products and brands as well as update their ERP and RMA systems. A typical order would be by email with an attached pdf form. This had a lack of product awareness. If an order required more specializations, a both time consuming and error-prone manual entry would be made into MW's ERP. Their RMA process was manual as well and required customers to make returns over the phone or by email.



Solution

Eagle Creek built a B2B storefront and customer portal. It allowed MW to showcase their entire spectrum of products as well as empower customers to manage their orders, pay their invoices, and track their shipments. Finally, Eagle Creek fully automated the interactions between the B2B storefront and the ERP system as well as automated the RMA process.

Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Since December 15, 2020, Eagle Creek is part of Atos.

Contact our sales team at <https://www.eaglecrk.com/contact-us>