



Case Study

Nippon Paint brings customers and partners together with Digital Workplace solution

Business situation

Nippon Paint China recently redesigned its open e-commerce website, resulting in a platform that connects clients and Nippon Paint as well as other home decoration partners. The company also acknowledged the need for a more robust digital workplace for its internal employees in order to meet the challenge that this new e-commerce website would bring. Moreover, Nippon Paint wanted to empower their field workers and partners to upsell and cross-sell more effectively for increased customer and employee satisfaction, as well as revenues.

Avanade solutions:

The Avanade team recognized the challenges and opportunities that Nippon Paint were facing. With this in mind, Avanade's first task was to redesign the User interface for the eCommerce platform backend in order to make the user's interaction for its employees as simple and efficient as possible. These changes in the user experience made a real difference in how their employees operate on a daily basis, making processes more intuitive and efficient.

Moreover, Avanade helped to enhance management of the back-end system (SharePoint2013) with functionality to improve how they manage and edit the website content and graphics. Additionally, a new function was designed to streamline how customers are better able to work through their own home design concepts. In practice, this means that when a customer sends a request for home design from the new website, Nippon Paint is able to see, respond and assign the right designer in an effective and efficient manner.



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Result:

- **Provide a unique and consistent user experience**

With the redesign of the user interface, the platform now provides a consistent user experience, simplifying the content and processes. The internal end users now are able to see a consistent and intuitive view of Nippon Paint and their 3rd parties' products and offerings.

- **Centralization of assets**

With the backend eCommerce platform, all content and images will be consolidated in one place so the employees will be able to spend less time and effort to manage these assets.

- **Simplifying processes to Improve efficiency**

The eCommerce platform owner now can use the system to capture, process and report daily customers' requests for a home designer. This enables them to see the client need in detail and with budget estimates, which they can then submit to the designer in a timely manner.

To additionally create a better service for the customer, they are able to map to the design partner best suited to service the request. Nippon Paint is able to view each design partner's particular strengths and experience when they assign the job. In that way, the customer shopping experience has been improved which causes both customer retention but also increased revenue as well.

About Nippon Paint

Founded by Mr. Goh Cheng Liang in 1962 in Singapore, NIPSEA Group is a well-known Asian paint manufacturer that manages Nippon Paint's operational business in Asia.

NIPSEA Group manufactures and sells Nippon Paint products in 15 Asian countries, including Bangladesh, China, Hong Kong, India, Indonesia, Korea, Malaysia, Pakistan, Philippines, Sri Lanka, Taiwan, Thailand and Vietnam. Nippon Paint China is affiliated to NIPSEA Group in Singapore and commenced operations in China in 1992. Since this time Nippon Paint China has been committed to beautifying and protecting people's lives and has become the leader in the domestic industry coating, and among the top paint manufacturers in the world.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at www.avanade.com

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