

OSF | DIGITAL Fanalca 

ACCELERATING THE PATH TO PURCHASE FOR END CUSTOMERS

by launching a DTC ecommerce website in just 2 weeks

OSF Digital – Fanalca Case Study

ABOUT FANALCA

Fanalca 

Fanalca S.A. is a Colombian metal-mechanical company, licensed to assemble and sell Honda motorcycles, and to market and sell Honda cars. With over 60 years of history, Fanalca started with a group of 12 collaborators importing bus parts from the US and assembling complete buses in Colombia. Over time, the company diversified its services, so that in 1971, with 40 collaborators, Fanalca negotiated with Honda Japan to market its motorcycles and later assemble them, obtaining authorization to sell Honda automobiles in Colombia. The diversity of products and services has made it possible for Fanalca to enter new sectors, cross borders, and gain commercial allies in more than 16 countries.



FANALCA'S BUSINESS CHALLENGES

Needed an ecommerce solution

Due to the COVID-19 global pandemic, Fanalca struggled to sell Honda motorcycles through their physical stores. The company needed an ecommerce solution to set up a digital sales channel quickly to start selling motorcycles directly to consumers online.

Limited existing online presence

The company's existing online presence was limited to a catalog-like marketing website. To place an order, Fanalca's customers had to make a reservation by phone, and pay for their order in person.

Required a better customer experience

Seeking to offer a better customer experience to their digitally savvy clientele and increase sales, Fanalca decided to strengthen its existing online presence with the addition of digital commerce capabilities to its current phone-based buying model, by transitioning to an ecommerce platform. The company sought to launch a digital store very quickly to gain the ability to sell motorbikes directly to consumers right away, maintaining social distancing as much as possible.

OSF DIGITAL'S SOLUTION

OSF Digital installed its Quick Start Direct to Consumer commerce solution **in just 2 weeks** to help Fanalca rapidly set up a digital selling channel and launch an online shop fast.

This out-of-the-box commerce solution, powered by Salesforce Commerce Cloud is designed specifically for brands selling consumer goods such as food products, packaged goods, clothing, beverages, automobiles and automotive parts, and electronics.



Leveraging OSF's Quick Start Direct to Consumer out-of-the-box solution, Fanalca was able to restore business continuity by transitioning to a direct-to-consumer ecommerce platform and opening a new revenue and distribution channel.

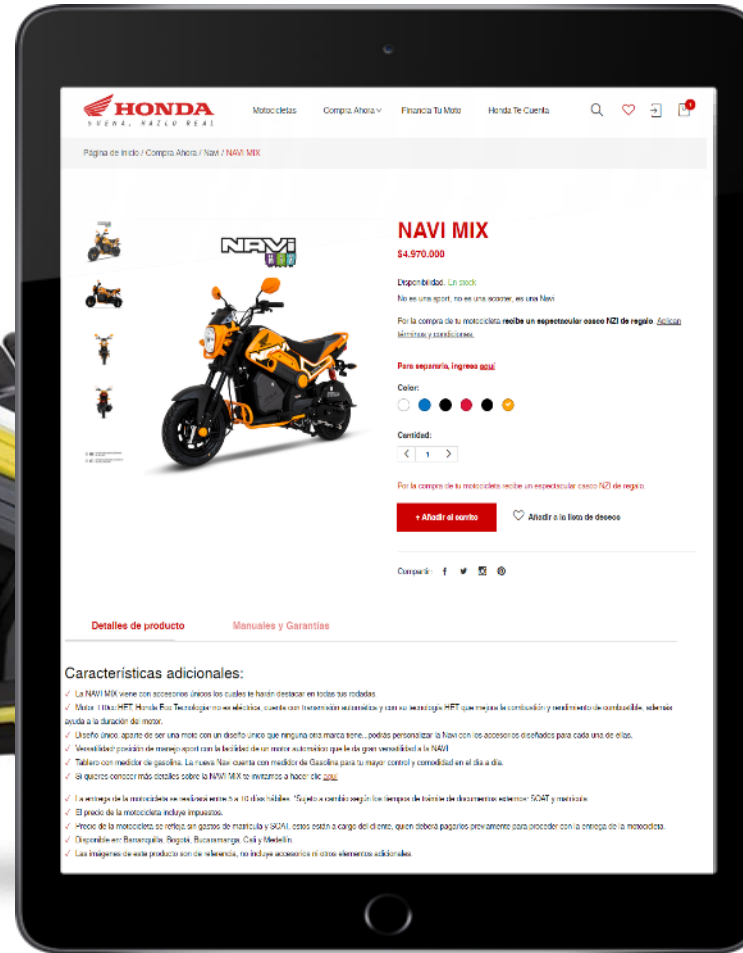
OSF DIGITAL'S SOLUTION



Proving its agility and flexibility, OSF performed all the necessary adjustments to the Quick Start solution to match country-specific requirements, such as integration with **Mercado Pago**, a regional payment solution, **Google Analytics**, and Social login from **Facebook** and **Google**, and localized the solution within the initially-declared timeframe.



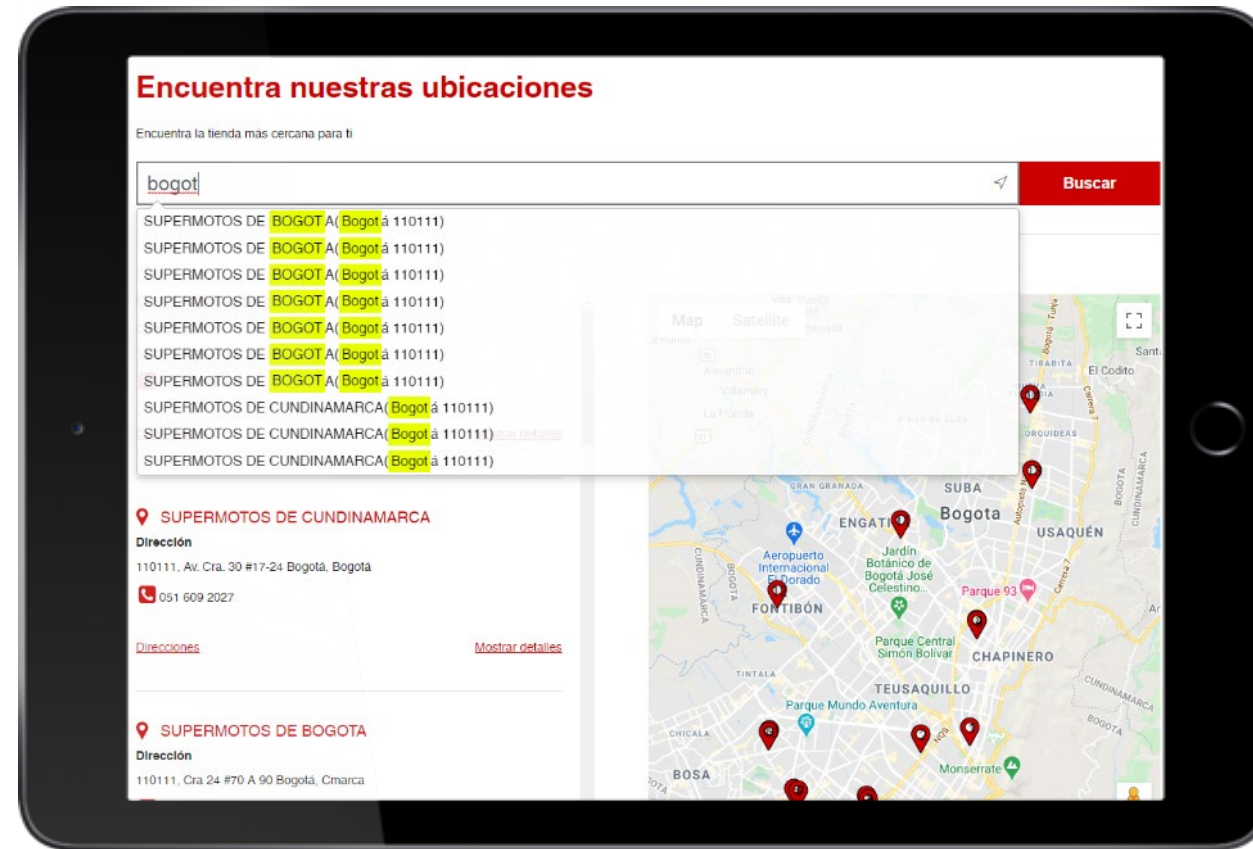
OSF DIGITAL'S SOLUTION



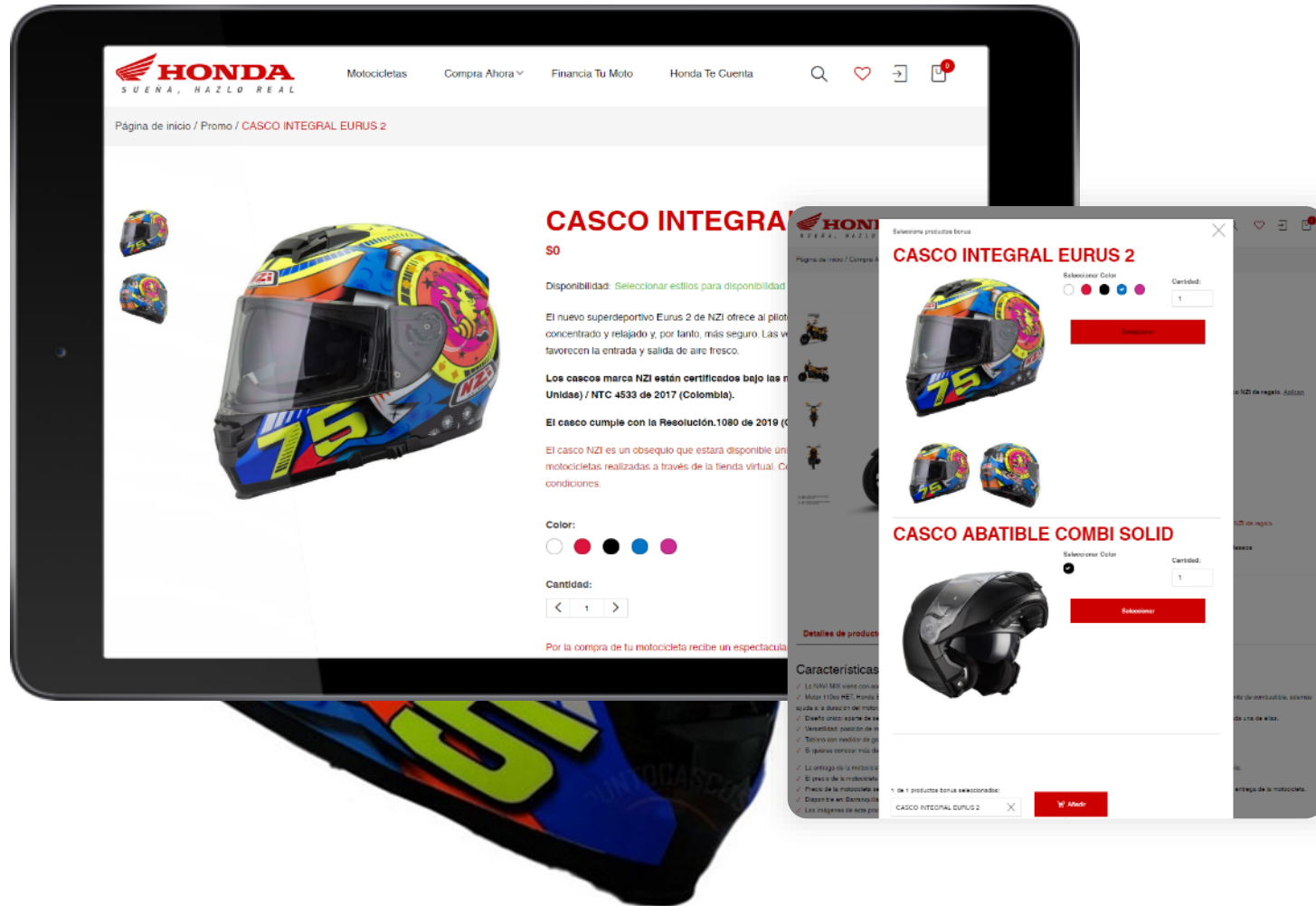
The solution provided to Fanalca by OSF allowed their customers to either schedule an appointment, reserve and start the purchase process of their desired vehicle online, or buy the product exclusively online.

OSF DIGITAL'S SOLUTION

OSF implemented the store locator functionality for clients to easily find the closest Fanalca store for scheduling and appointments or reserving a product.



PROMOTIONS ENCOURAGING ONLINE TRANSACTIONS



OSF helped Fanalca to implement special promotions for clients buying motorbikes partially or exclusively through their new digital channel. For every motorbike ordered online, the clients receive a free helmet.

RESULTS

Thanks to OSF, Fanalca launched their first online shop in a matter of weeks, not months, and was able to transform their selling model. The company gained the ability to sell and move products fast and has already sold motorcycles online –for the first time since the disruption caused by the coronavirus pandemic.

In only 5 weeks since Fanalca went live, the company was able to:

Sell 11 motorbikes through their ecommerce website

Apply 11 promotions to online orders, encouraging a digital buying model.

Register 300 new users



RESULTS

Having no previous ecommerce experience, Fanalca relied heavily on OSF's deep, business-wide experience with brands from all major markets, to implement this ecommerce project quickly, and adapt to their unique regional needs and business goals. OSF's Quick Start solution enabled Fanalca to:



Open a new revenue and distribution channel.

Go to market with their online shop in weeks, not months.

Start selling direct to consumers through their online channel, adopting a selling model that is very new for the automotive industry.

Offer an **enhanced customer experience**, where clients can either pay for their motorbike online in full or take advantage of an added "reservation" option.

Encourage online transactions by implementing special promotions for online shoppers.

TESTIMONIAL



In times of global crisis and social distancing protocols, we were looking for a way to reach consumers and continue to sell products even with our showrooms closed. In order to be able to offer our customers an option to purchase motorcycles digitally, we needed to ramp up our ecommerce presence quickly. Thanks to OSF's quick implementation, Fanalca was able to realize many benefits of the Quick Start Direct to Consumer solution, most importantly, gaining the ability to sell and move products for the first time since the disruption caused by the coronavirus pandemic.

Luz Angela Palomino
Ecommerce Manager, Fanalca

OSF | DIGITAL Fanalca 

THANK YOU

OSF Digital – Fanalca Case Study