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JW JELD-WEN

ESTABLISHING A DYNAMIC B2B COMMERCE PRESENCE

ABOUT JELD-WEN

JELD-WEN UK is the UK's largest manufacturer of timber windows, doors, and stairs. Their products are designed and tested to the highest standards, and the company carries several third-party accreditations and affiliations, ensuring products are ready for installation. JELD-WEN UK manufactures products in a wide range of standard and custom-fit sizes, giving them the flexibility and scope to meet customer demands.



JELD-WEN'S CHALLENGES

Lack of a B2B ecommerce solution

JELD-WEN UK didn't have ecommerce and was not able to provide a differentiated self-service experience to its customers. A customer's order was processed by direct sales and customer service call centers.

JELD-WEN sought to launch a B2B commerce platform in its European markets that would enable them:



1 Streamline the order process for business customers

2 Improve the B2B customer experience



3 Drive online revenue

4 Improve sales efficiency



5 Scale the business and widen their ecommerce footprint

OSF'S SOLUTION

Delivering a powerful B2B commerce solution

Implemented Salesforce Lightning B2B Commerce for the company's MVP website for France and the UK within three months.



Integrated the commerce solution with JELD-WEN's existing Salesforce Sales Cloud and ERP to create a seamless environment.

Featured Products showcasing on the Home page

FEATURED PRODUCTS



**ARLINGTON 44MM FIRE
DOOR**



**ARLINGTON 44MM FIRE
DOOR**



**ARLINGTON 44MM FIRE
DOOR**



**ARLINGTON 44MM FIRE
DOOR**

OSF'S SOLUTION

Key features

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The screenshot displays the JELD-WEN website interface. At the top, there is a search bar with the text "Enter keyword or SKU number" and navigation links for "HOME", "PRODUCTS", and "CONTACT US". The main content area features a large image of a white interior door in a modern living room setting. Below the image, the text reads: "INTERIOR DOORS Interior doors can make a striking statement. JELD-WEN has an abundance of styles and types to suit all tastes and budgets. Our range of sliding and bi-fold doors allow you to open space whilst our range of interior oak doors have traditional and contemporary designs." Below this, there is a breadcrumb trail: "HOME / PRODUCTS / INTERIOR DOORS". On the right side of the page, it indicates "1 - 20 of 512 Items". A "FILTERS" section is visible on the left, with a "CLEAR ALL" button. Under "CATEGORY", there is a list of door styles with their respective counts: Interior Doors, Linea (1), Newark (17), Oakfield (29), Simplicity (41), Arlington (9), Cambridge (10), Camden (6), Oregon (178), Real Wood Veneer (17), and Rockport (16). Three product cards are shown in a grid, each with an image of a door, a title, SKU, stock status, and an "ADD TO CART" button. The first card is "PRIMED SHAKER 15 LIGHT CLE..." with SKU: 26PR15G and 52 IN STOCK. The second is "OREGON LADDER GLAZED OBS..." with SKU: 26WOAKLADD+GOF and 15 IN STOCK. The third is "SHAKER 1 PANEL" with SKU: 26WOAKSHAK1 and 40 IN STOCK.

- Product categorization for standard products
- Search and filtering in the product catalog
- Country-specific product catalogs



Key features

- Product specifications/ Product Images and Documents
 - Customer-specific pricing

The screenshot shows a product page for a door. At the top left is the JELD-WEN logo. To its right is a search bar with the placeholder text 'Enter keyword or SKU number'. Further right are icons for a user profile and a shopping cart with a '1' notification. Below the search bar is a navigation menu with 'HOME', 'PRODUCTS' (with a dropdown arrow), and 'CONTACT US'. The main content area features a product image of a door with a vertical glazing panel on the left. To the right of the image is the product title 'PRIMED LADDER OBSCURE GLAZED' in large, bold, blue letters. Below the title is the SKU '20PRILADD+GOF' and the text '26 IN STOCK'. A paragraph of descriptive text follows: 'This sophisticated door features a slim vertical glazing panels to optimise light flow between rooms. Primed in white and ready to be customised to suit your home design, this is a great compromise between light and privacy.' Below this is a 'Price:' label followed by a blurred price. At the bottom of the product information are three buttons: a quantity selector with '1', an 'ADD TO CART' button, and an 'ADD TO LIST' button. On the right side of the page is a specifications table.

WEIGHT (KG)	15
WIDTH (MM)	610
HEIGHT (MM)	1,981
THICKNESS (MM)	35
FINISH	PRIMED WHITE
GLAZING OPTIONS	GLAZED

OSF'S SOLUTION

Key features

- Order history/details
- Order templates
- Cart creation with CSV upload
- Rapid reorder from order history



LAST ORDERS

04150692	Created	02/03/2021 19:05		
04150691	Created	02/03/2021 16:02		
04150690	Created	02/03/2021 14:06		
04150686	Created	26/02/2021 19:21		
04150685	Created	25/02/2021 11:38		


[VIEW ALL ORDERS](#)

MY LISTS

[+ CREATE LIST](#)


MRS SMITH (3) [OAK DOORS \(4\)](#)

[RENAME LIST](#) [DELETE LIST](#)




PRIMED LADDER OBSCURE GLAZED
SKU: 20PRILADD+GOF
26 IN STOCK

x [ADD TO CART](#)



BEDGEBURY FRENCH DOORSET - WHITE
SKU: BGYW12
30 IN STOCK

x [ADD TO CART](#)



STORMSURE CASEMENT TIMBER WINDOW
SKU: 5FLEW209C-O
30 IN STOCK

x [ADD TO CART](#)

[ADD ALL ITEMS TO CART](#)

IMPORT ORDER

Choose a CSV file from your machine that contains two columns for SKU and Quantity. You can use our template.

[↑ CSV FILE](#)

[↓ TEMPLATE](#)

QUICK ORDER

Product	Quantity
<input type="text" value="SKU"/>	<input type="text" value="1"/>
<input type="text" value="SKU"/>	<input type="text" value="1"/>
<input type="text" value="SKU"/>	<input type="text" value="1"/>

[+ LINE](#)

[ADD TO CART](#)

OSF'S SOLUTION

Key features



PRIMED SHAKER 15 LIGHT CLE...

SKU: 26PR15G
52 IN STOCK

ADD TO CART



OREGON LADDER GLAZED OBS...

SKU: 26WOAKLADD+GOF
15 IN STOCK

ADD TO CART

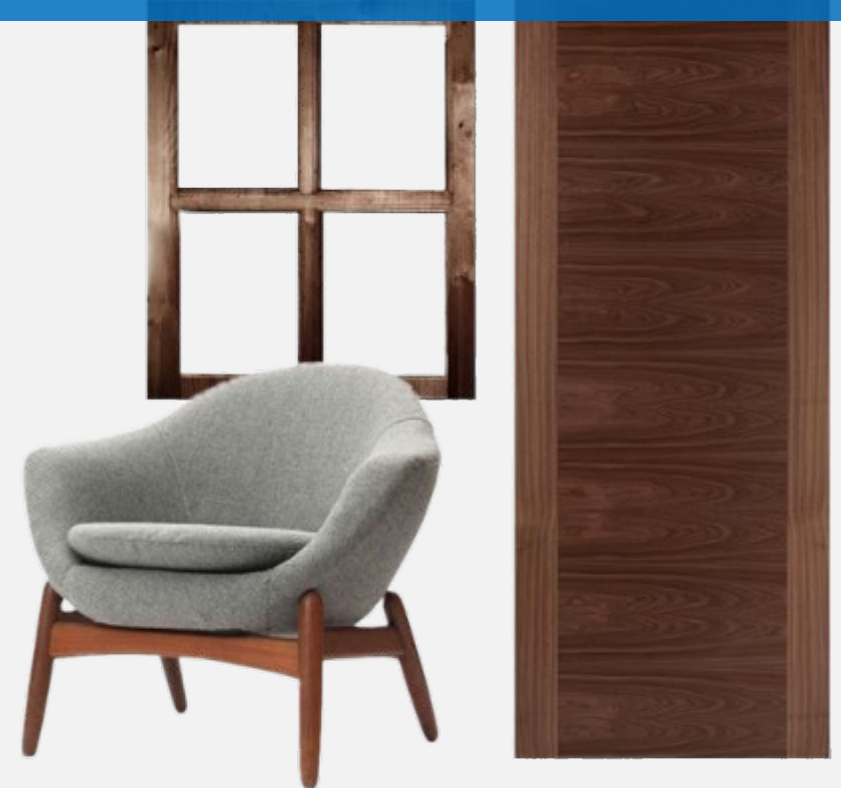


SHAKER 1 PANEL

SKU: 26WOAKSHAK1
40 IN STOCK

ADD TO CART

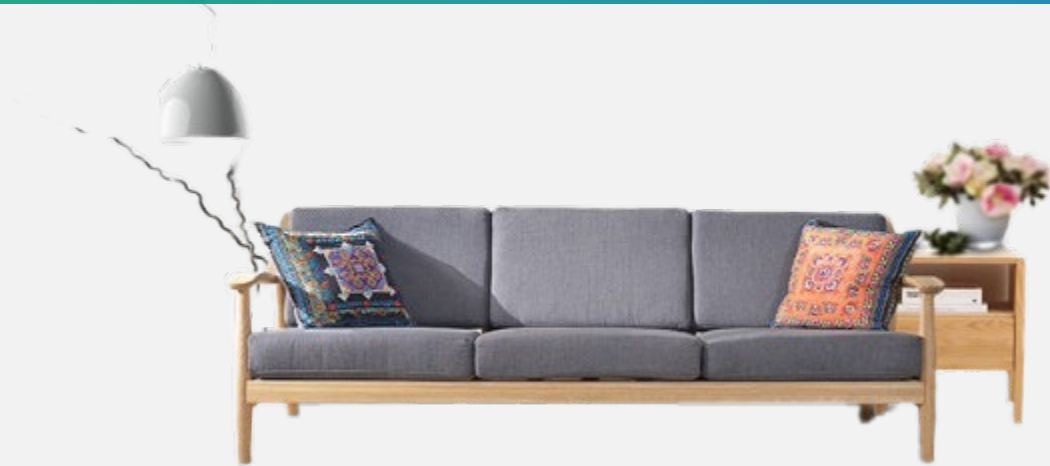
- Inventory levels on PLP/PDP/Cart/Wishlist



OSF'S SOLUTION

Key features

- On time address delivery
- Multi-step checkout
- PO for payment
- Address validation for the excluded delivery areas



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DELIVERY INFORMATION

Step 1 of 3

* RECIPIENT NAME John Smith	DELIVERY INSTRUCTIONS
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Use another delivery address

* STREET 250 Oxford Street Oxford	* EMAIL ADDRESS
* CITY London	* PHONE NUMBER
COUNTY	
* POST CODE W1C 1DJ	
COUNTRY United Kingdom	

OSF'S SOLUTION

Key features

CUSTOMER SUPPORT
TELL US HOW WE CAN HELP

* CASE TYPE
Request for Quote

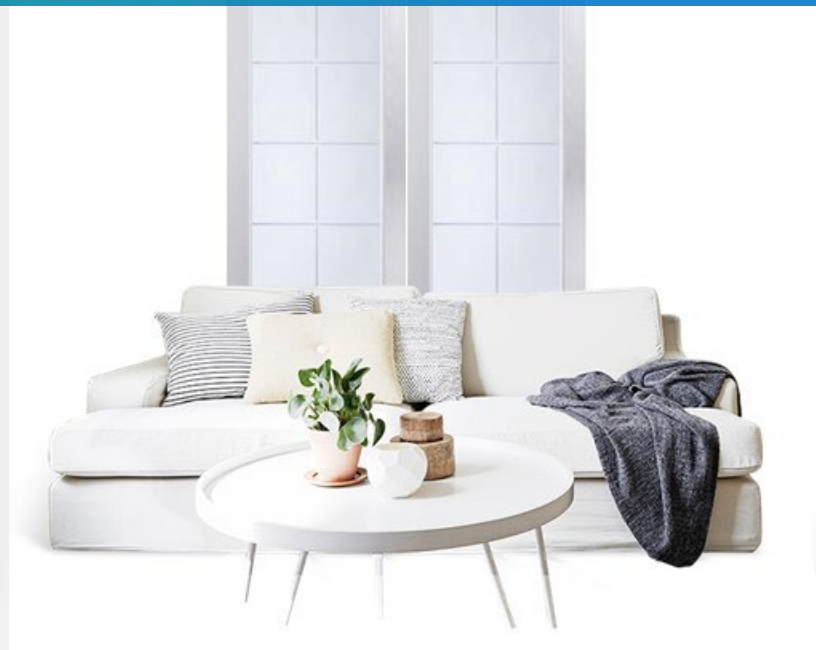
* SUBJECT

* DESCRIPTION

📎 UPLOAD FILES
Or drop files

NEXT

- Contact Us page for customer to submit cases



RESULTS

A Scalable B2B Commerce Solution

JELD-WEN is now well-positioned to leverage the robust capabilities of Salesforce Lightning B2B Commerce solution in order to:

Amplify its online growth by adopting powerful B2B commerce features.

Deliver exceptional ecommerce experiences for business customers by empowering them with self-service tools.

Streamline the order process for their business customers.

Drive client engagement and loyalty

Reduce the overhead of their internal sales team and enable sales staff to focus on higher-value activities.

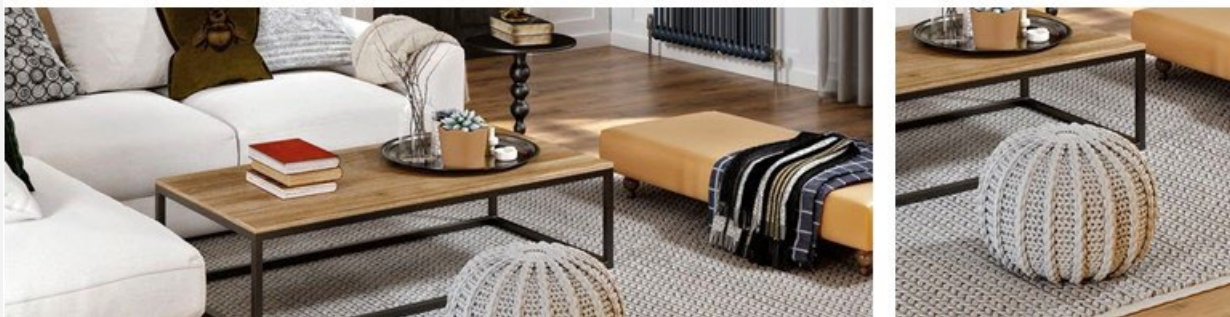
Increase sales and online revenue

Enhance reporting of sales performance

Gain visibility into customer order, cart, and invoice history

FUTURE

A Global Roll-Out



OSF Digital will help JELD-WEN to scale their B2B Commerce solution to incorporate 15 other countries and implement new features, including a product configurator.

TESTIMONIAL

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Our Work Through The Eyes Of Our Clients

We've been impressed by OSF Digital's approach to the project, particularly the quality and the amount they've delivered in such a short timeline. Their development speed has prompted us to start the rollout of the additional 15 countries sooner than we initially expected. Our customers were fascinated with how the new website is absolutely easy to use and pointed out that our B2B portal is head and shoulders above the other sites in the market."

JAMES DADD

Marketing & Ecommerce Director, JELD-WEN Europe



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THANK YOU!