



Liferay
Boot Camp 2022
10th Anniversary

The Digital Transformation of Aftersales with Liferay DXP and Commerce



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Digital Transformation
Consultant

1

WHAT IS AN AFTERSALES PORTAL

Explanation of an aftersales portal and the purpose of its use

2

PRE LIFERAY AFTERSALES MANAGEMENT

Explanation of aftersales management before Liferay DXP +
Commerce adoption and identification of users pains

3

POST LIFERAY AFTERSALES MANAGEMENT

Explanation of the aftersales transformation process with the
adoption of Liferay

4

THE BENEFITS OF THE NEW SOLUTION

Differences between the old and the new process management
and identification of benefits

What is an Aftersales portal

An Aftersales portal is a virtual space where a customer can log in to find information and support on a particular service / product, to register a warranty claim or even to purchase spare parts.



Consultation of
Technical and
Safety Data
Sheets



Purchase of
spare parts



Warranty
Activation



Registration of
interventions
under warranty
and car service



Customer
Service

Initial Process: tools involved



EXTRANET

Documentary space where are present:

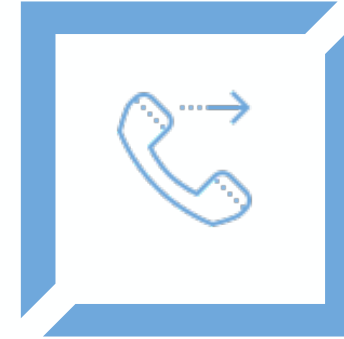
- Technical tables in PDF
- Use and maintenance manual
- Spare parts manual
- Safety manual



WEB PORTAL

Portal where the user can:

- Buy spare parts
- Activate Warranty
- Insert Service Check Up



PHONE CALL

Channel through which requests for assistance are managed

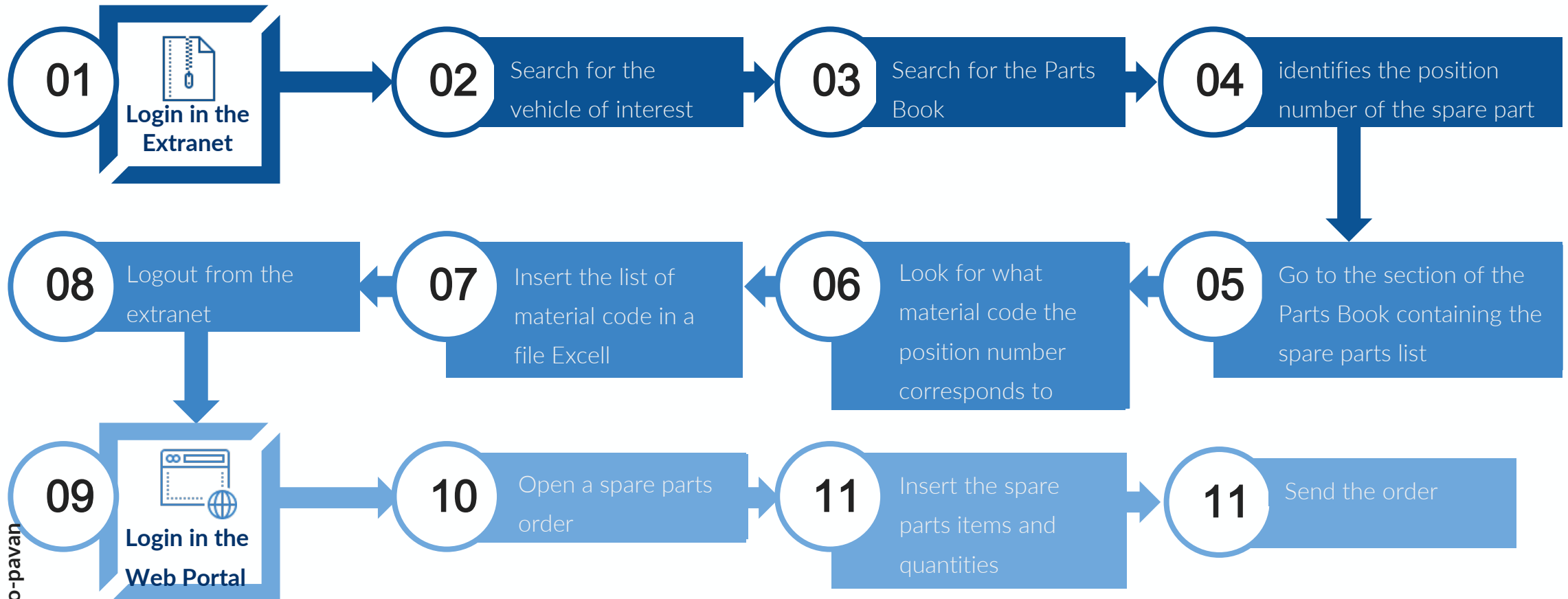


EMAIL

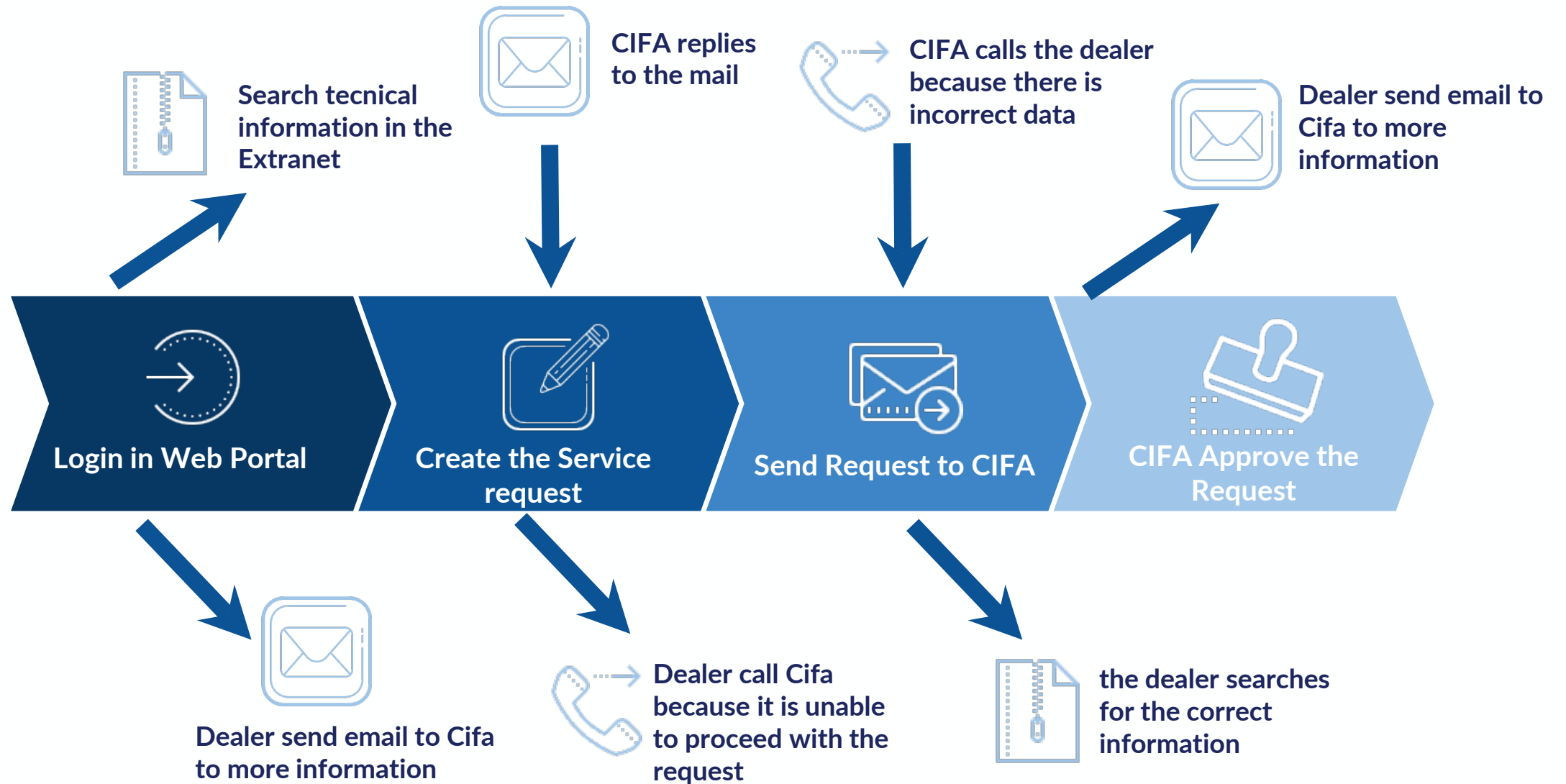
Channel through which requests for assistance are managed



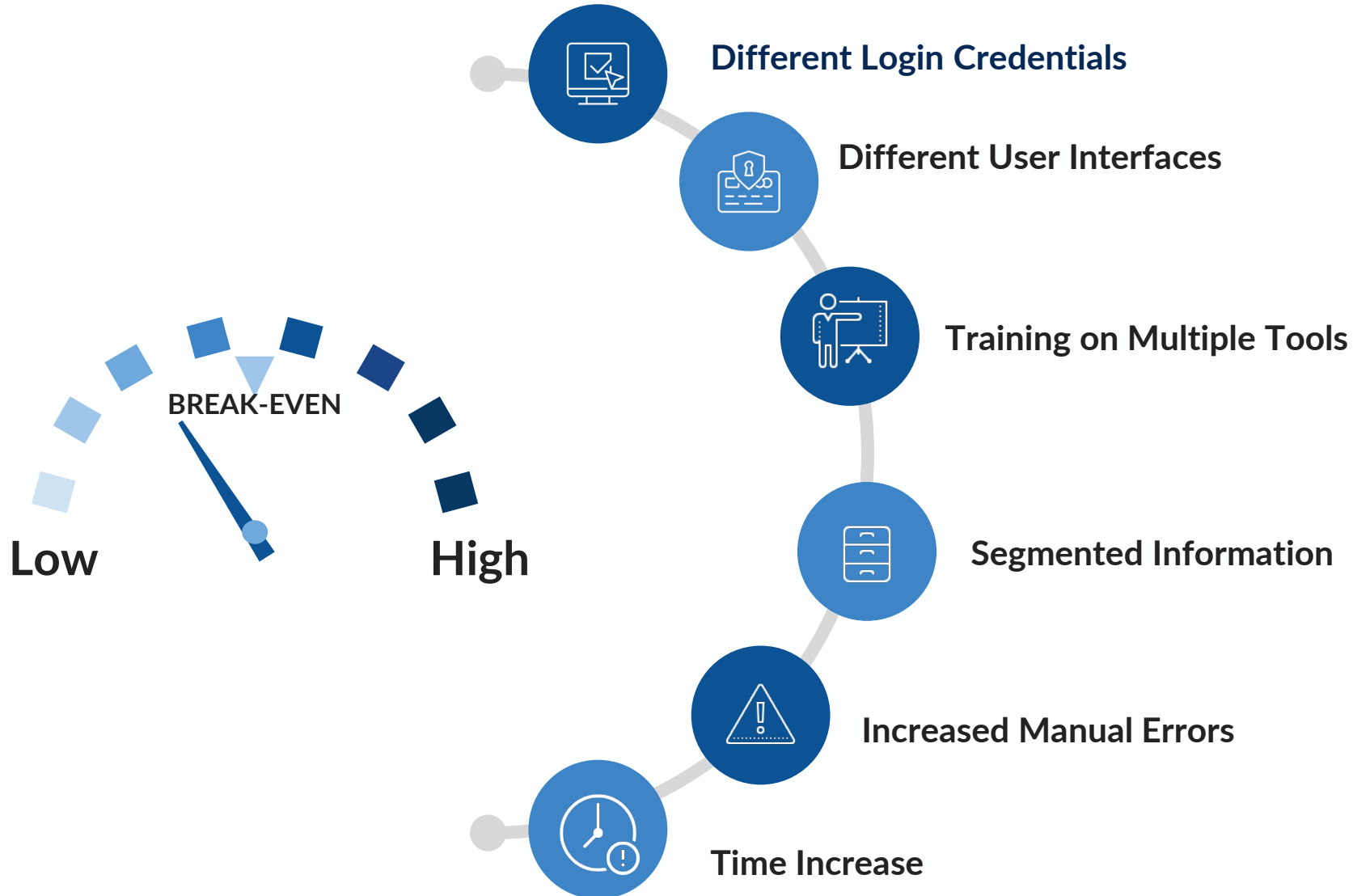
Initial Process: spare parts purchase flow



Initial Process: Service



Initial Process: customer satisfaction level



The New Aftersales Portal: all in one place

Spare Parts Catalog

- Purchase of Spare Parts
- Browse Parts Books
- Spare Parts Technical Information

Document Archive

- Product Image
- Use and Maintenance Manual
- Spare Parts Manual
- Safety Manual
- Video Tutorial



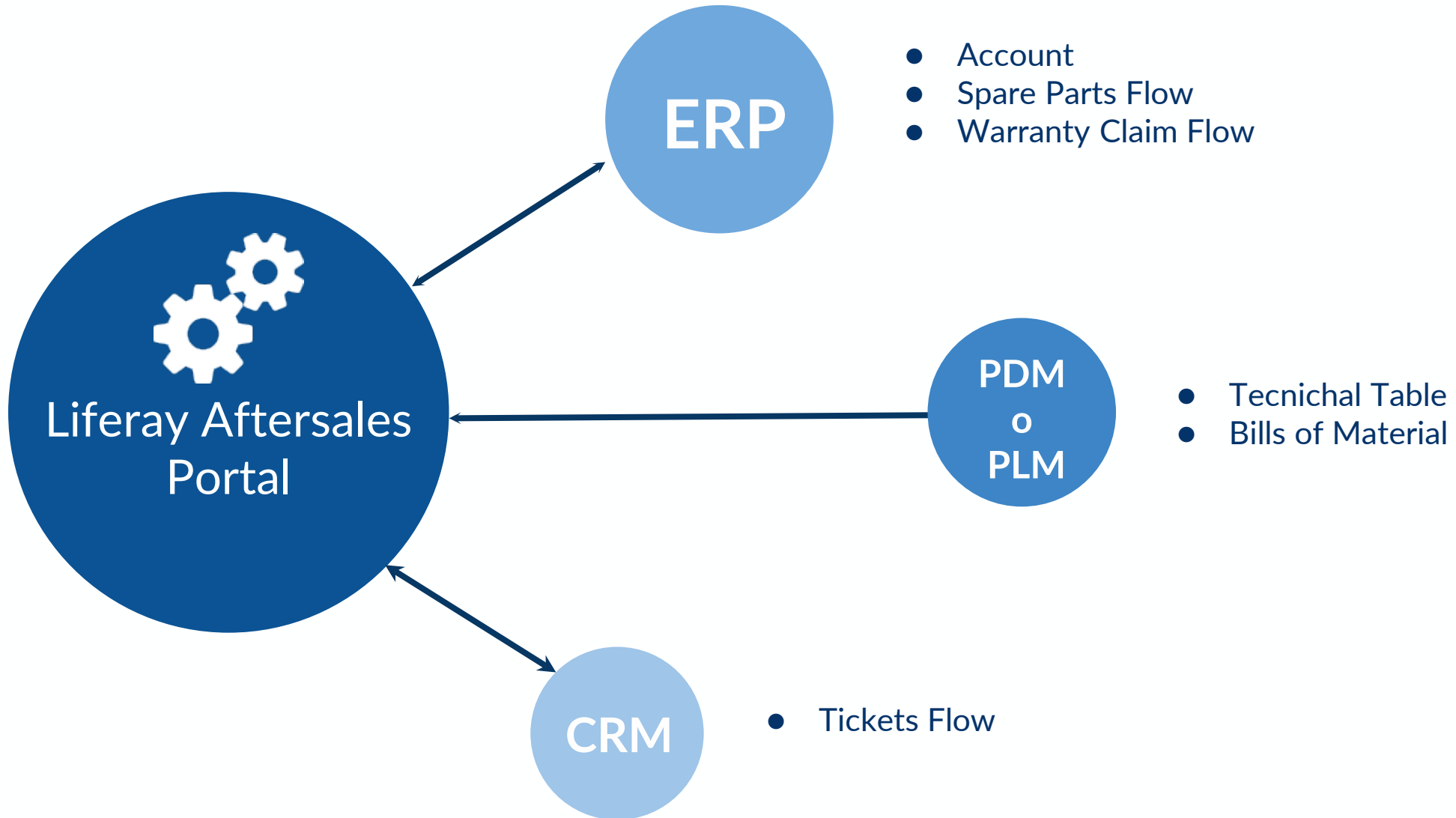
Warranty Claim and Registration

- Machine Registration
- Warranty Activation
- Service Registration
- Defective Spare Parts Claim
- Warranty Claim

Customer Service

- Service Tickets
- Parts Tickets
- Internal Tickets

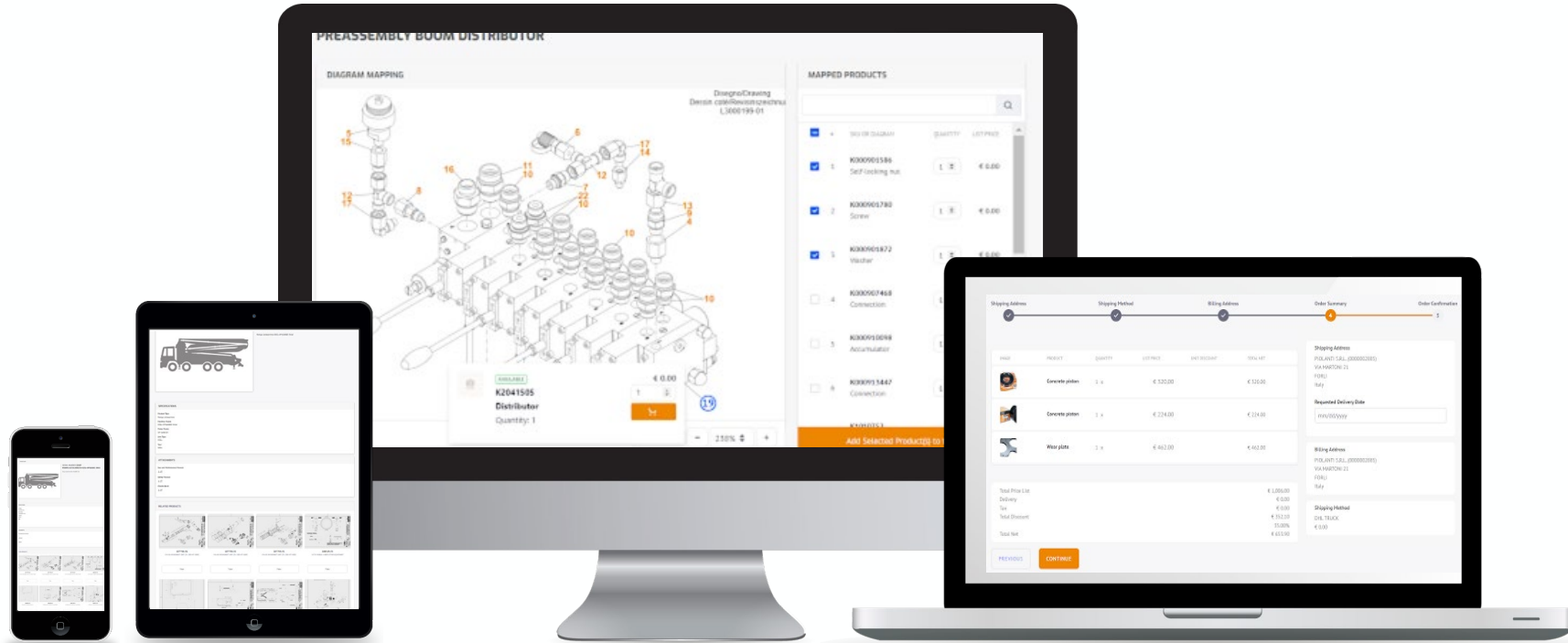
Integration Scenario







Aftersales Portal: 7/24 from any device



Usable by
Multiple Devices



Responsive
Interface

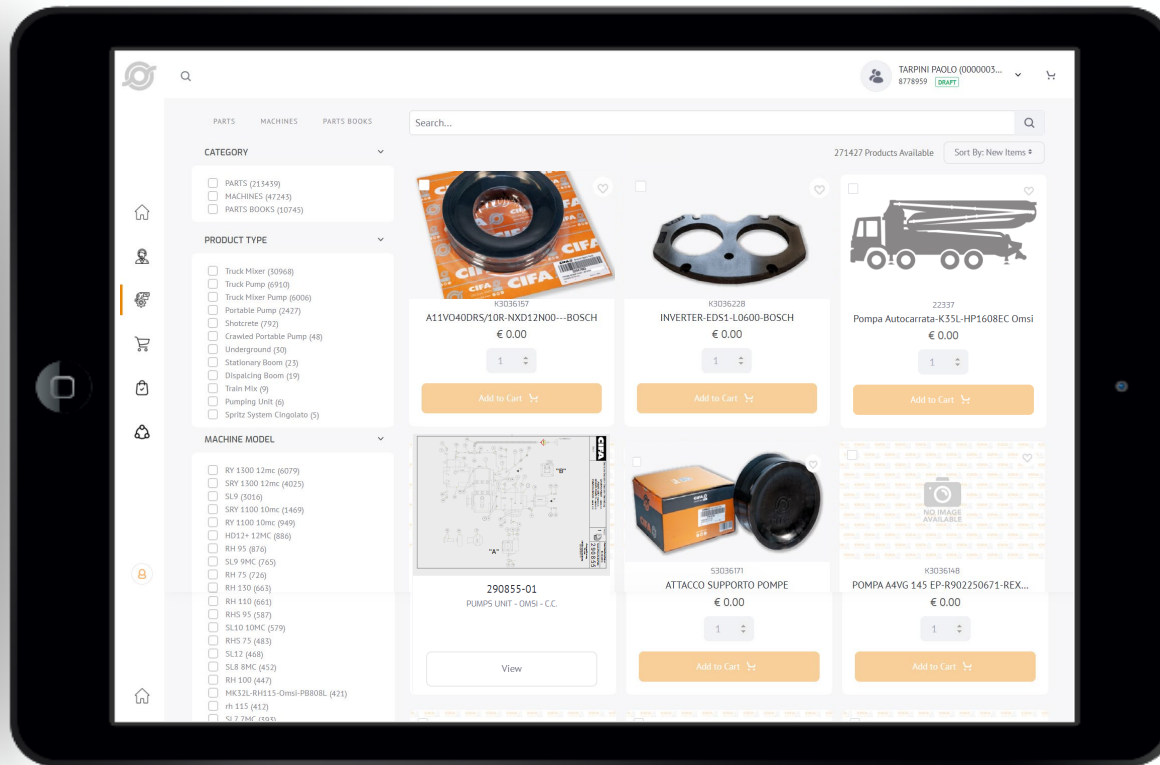


Multi Language and
Multi Currency

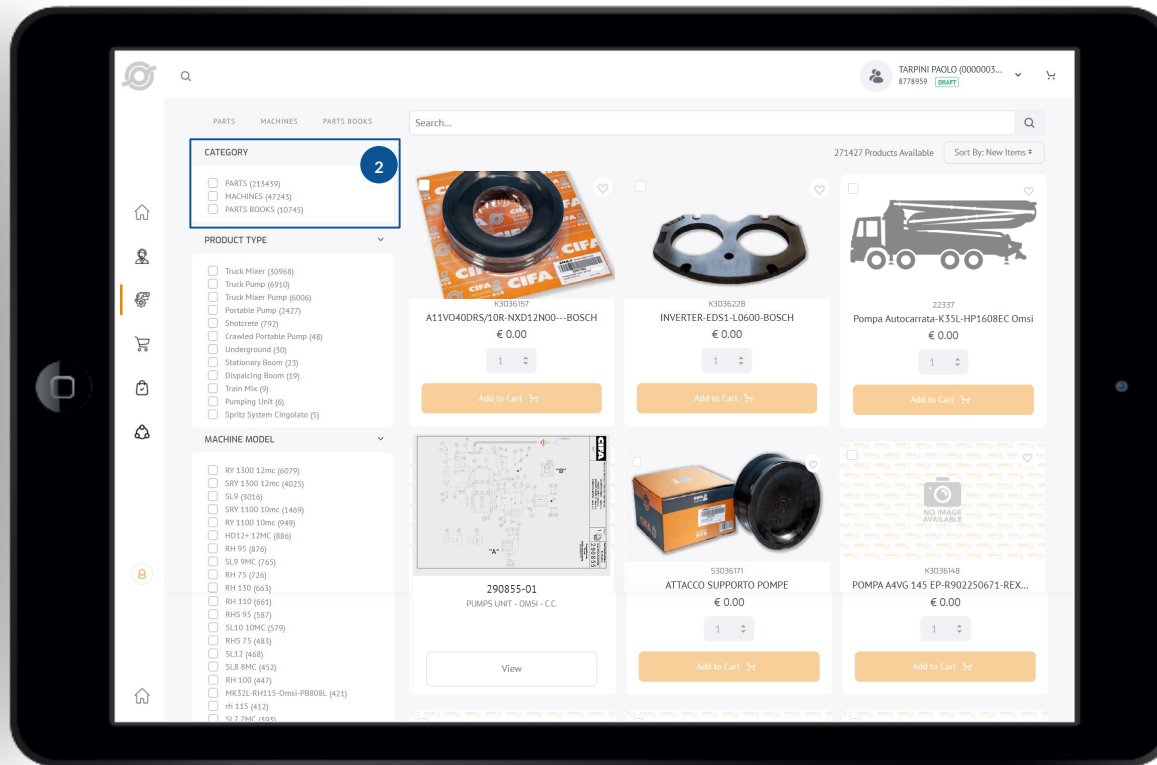
Aftersales Portal: browsing experience of the catalog

1

Product Types (Simple and Diagrams)



Aftersales Portal: browsing experience of the catalog



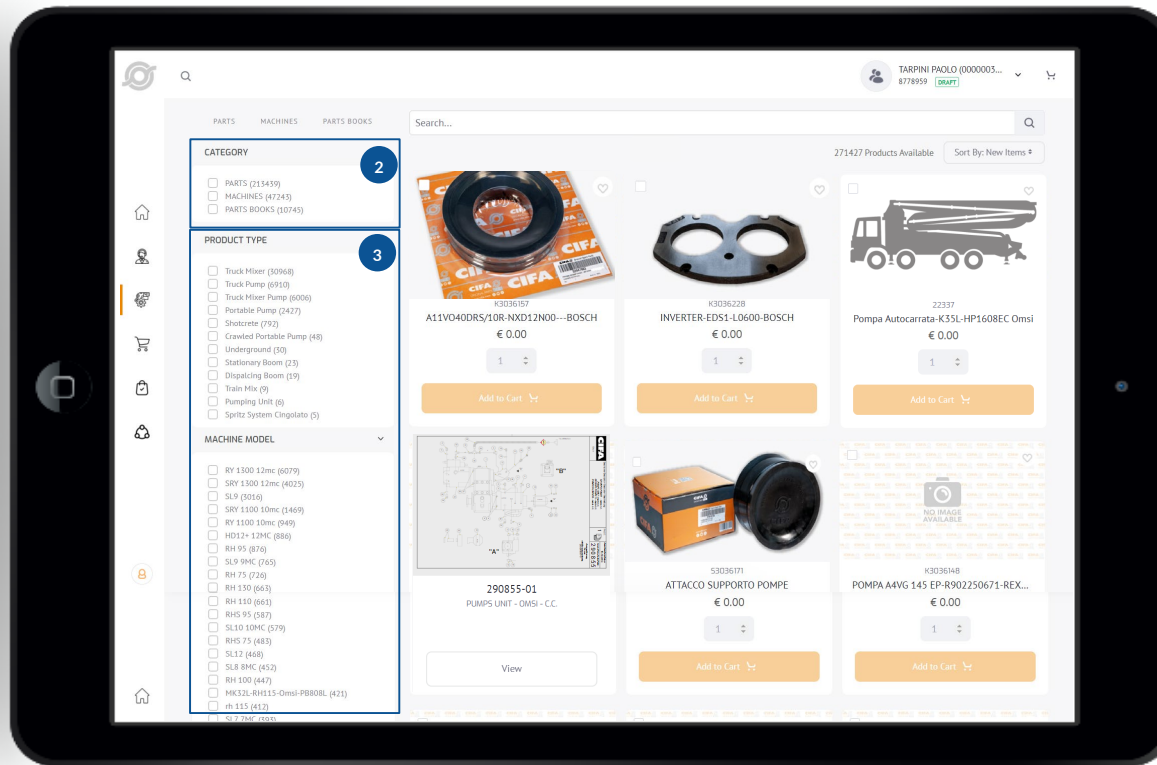
1

Product Types (Simple and Diagrams)

2

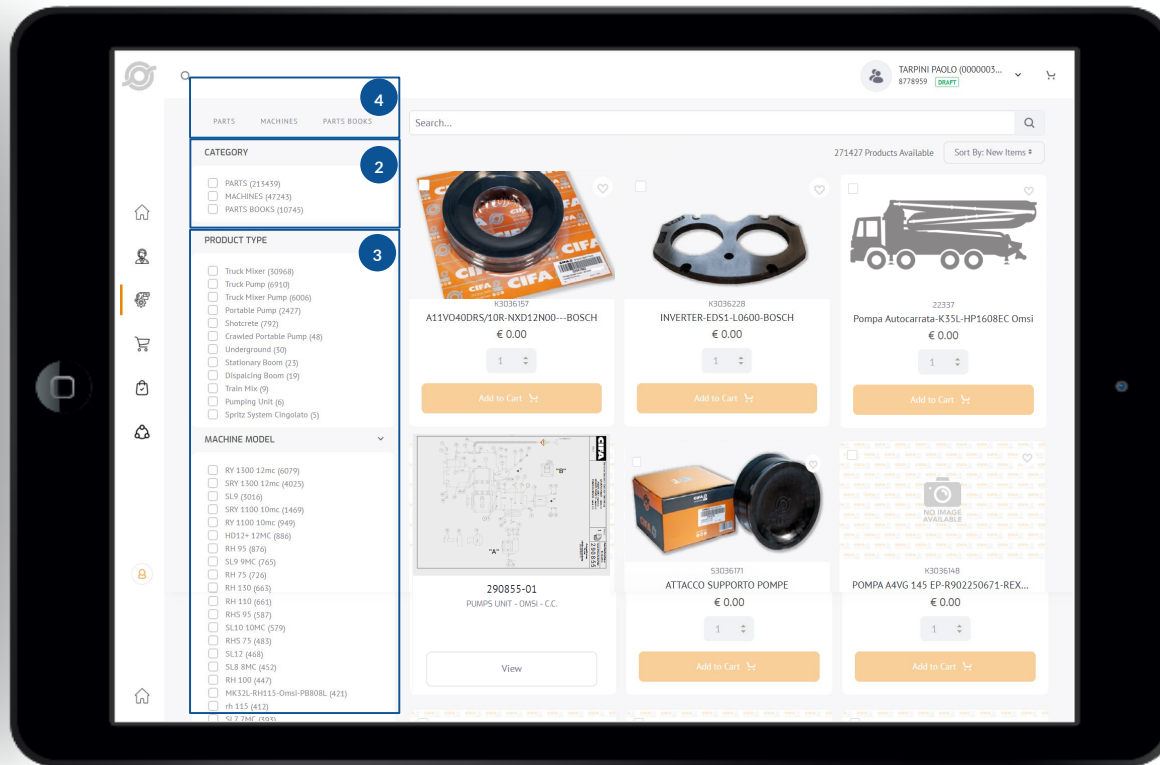
Categories

Aftersales Portal: browsing experience of the catalog



- 1 Product Types (Simple and Diagrams)
- 2 Categories
- 3 Product Specification

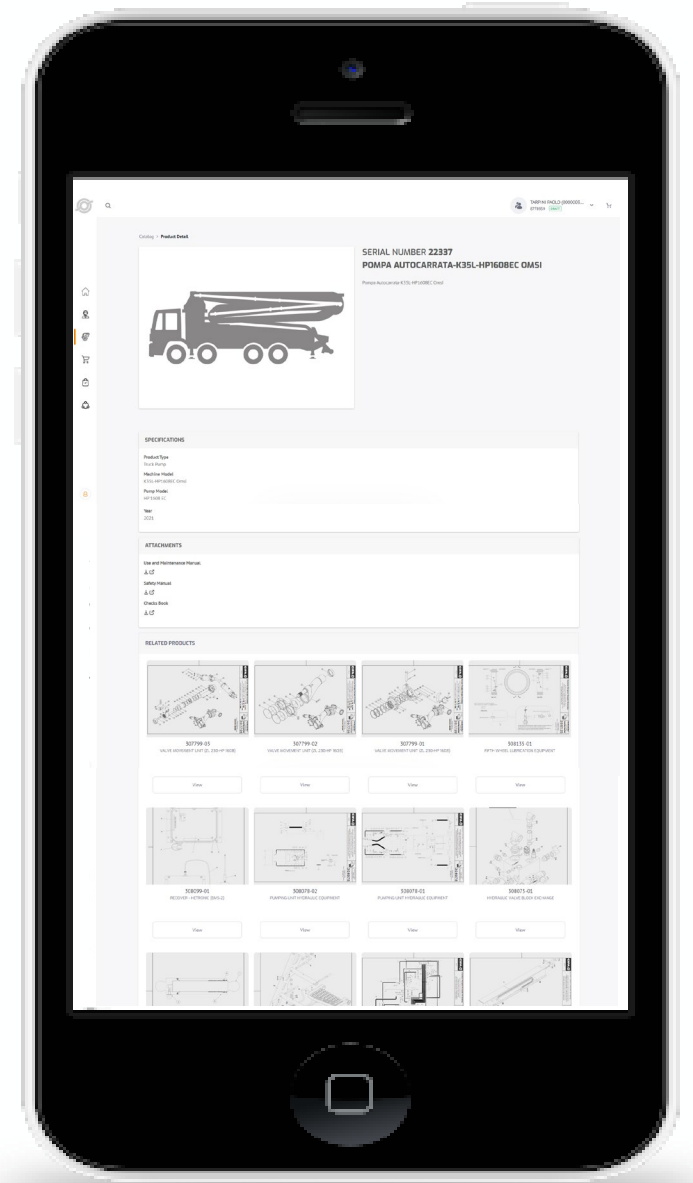
Aftersales Portal: browsing experience of the catalog



- 1 Product Types (Simple and Diagrams)
- 2 Categories
- 3 Product Specification
- 4 Category Pages

Aftersales Portal: machine product page

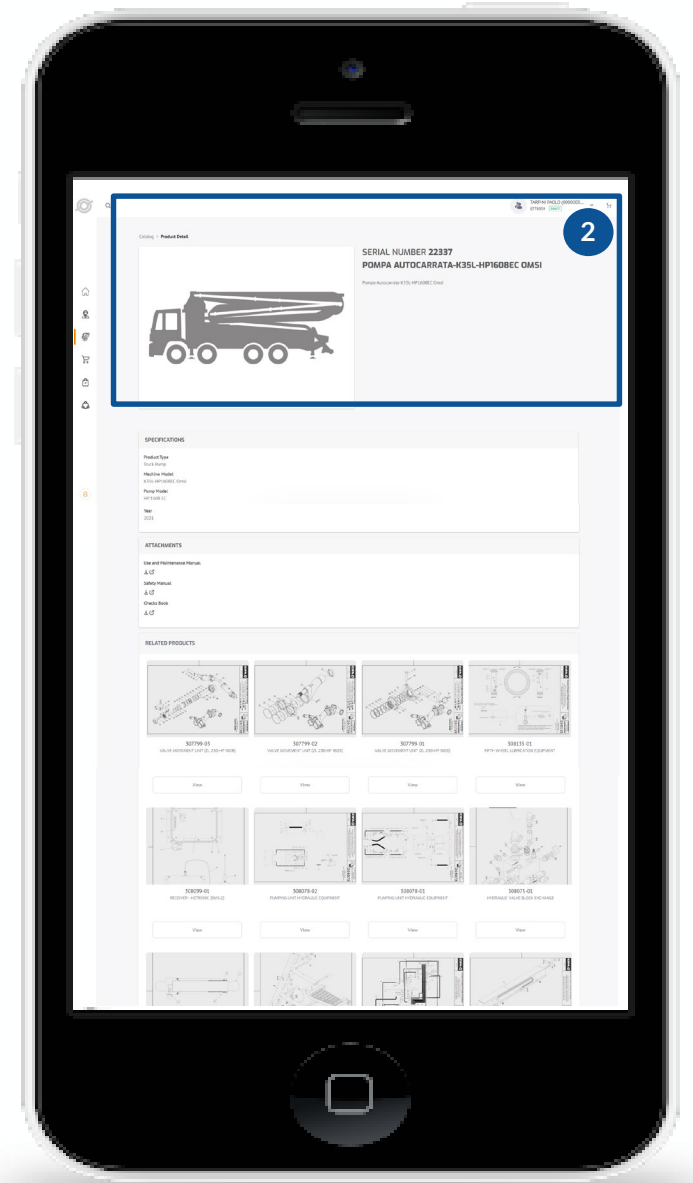
1 Simple Product (Not Purchasable)



Aftersales Portal: machine product page

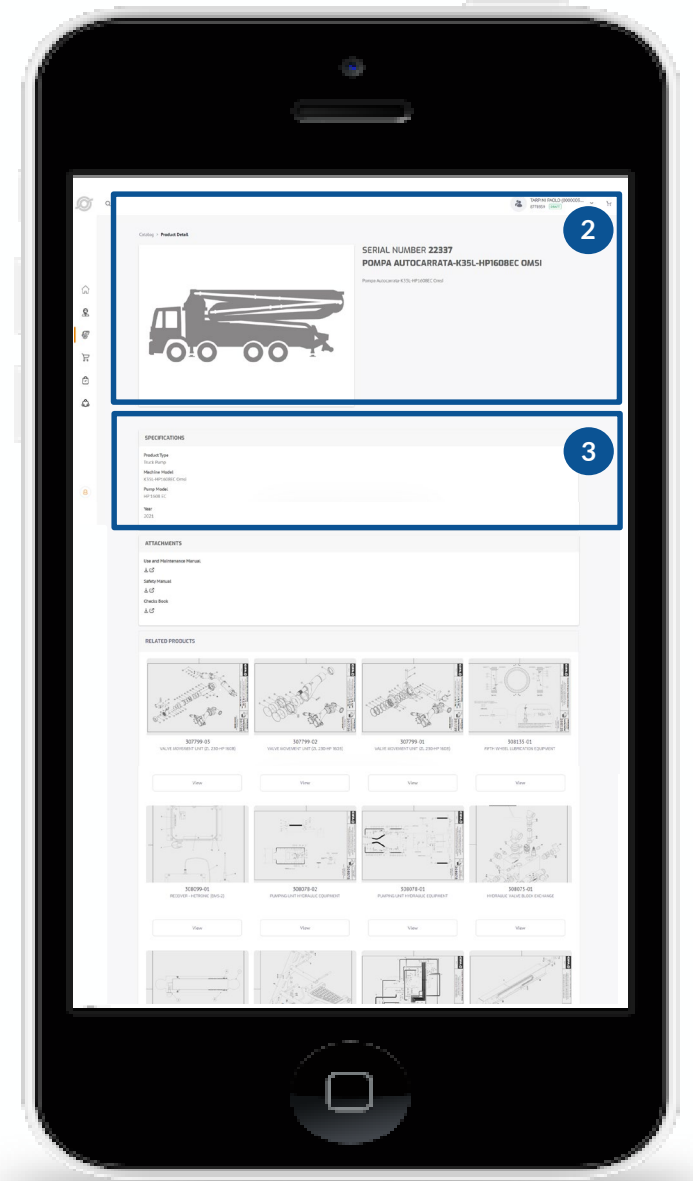
1 Simple Product (Not Purchasable)

2 Custom Render



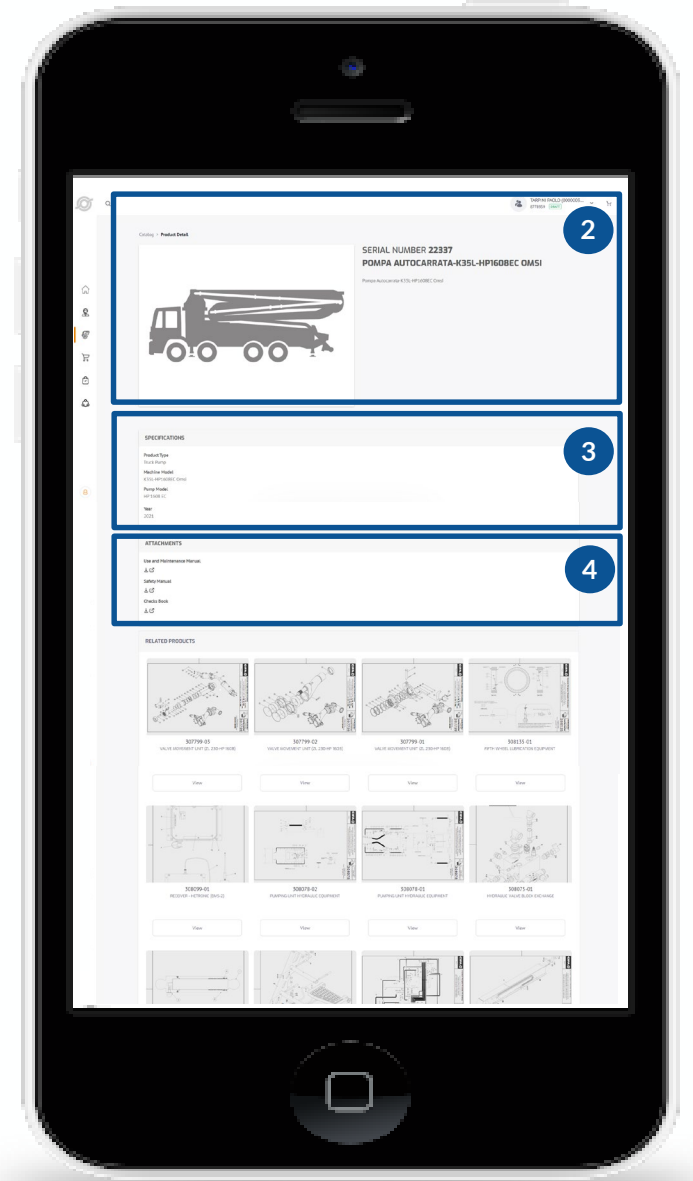
Aftersales Portal: machine product page

- 1 Simple Product (Not Purchasable)
- 2 Custom Render
- 3 Product Specification



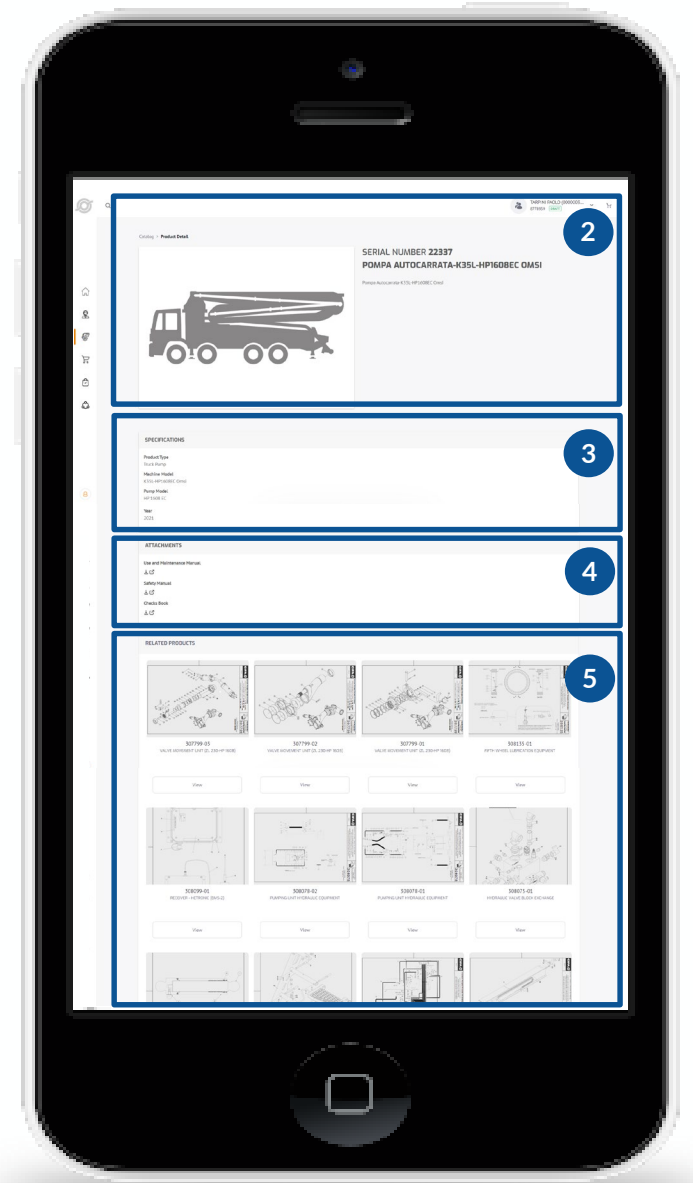
Aftersales Portal: machine product page

- 1 Simple Product (Not Purchasable)
- 2 Custom Render
- 3 Product Specification
- 4 Attachments (Manuals and tutorials)



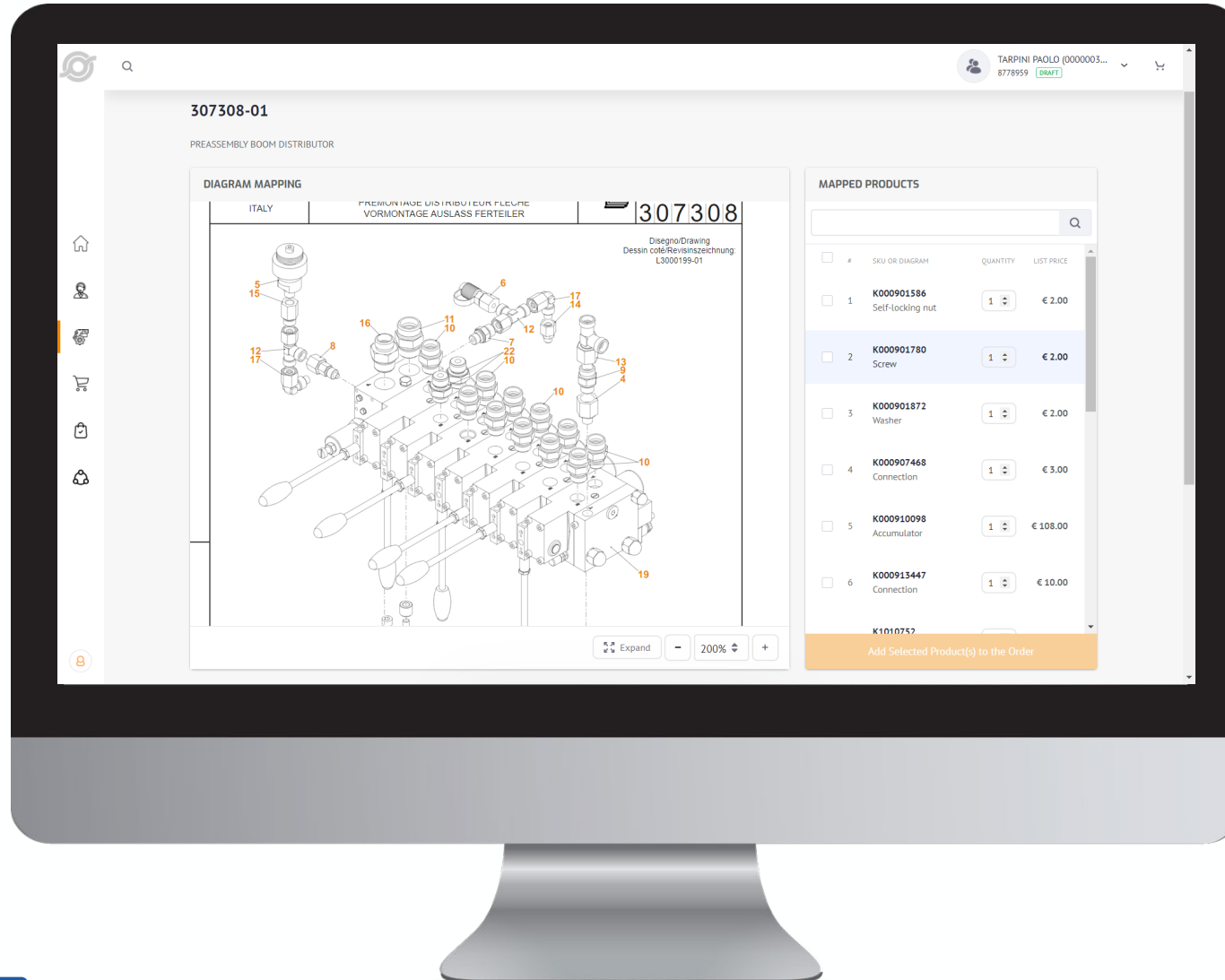
Aftersales Portal: machine product page

- 1 Simple Product (Not Purchasable)
- 2 Custom Render
- 3 Product Specification
- 4 Attachments (Manuals and tutorials)
- 5 Product Relations





Aftersales Portal: parts book product page



1

Diagram Product (Not Purchasable)

2

Headless API Integration

3

Diagram Mapping

4

Mapped Products

5

Add to the chart



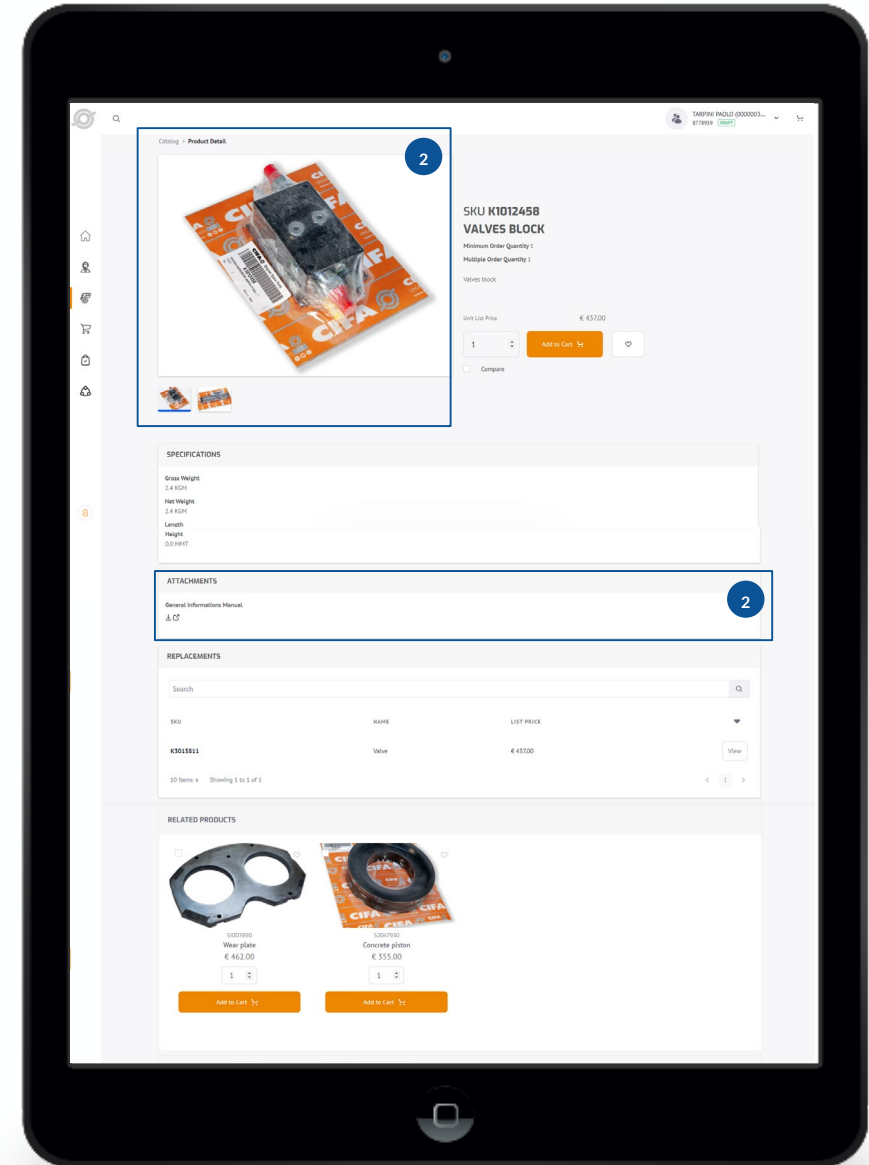
Simple Product (Purchasable)



In: matteo-pavan

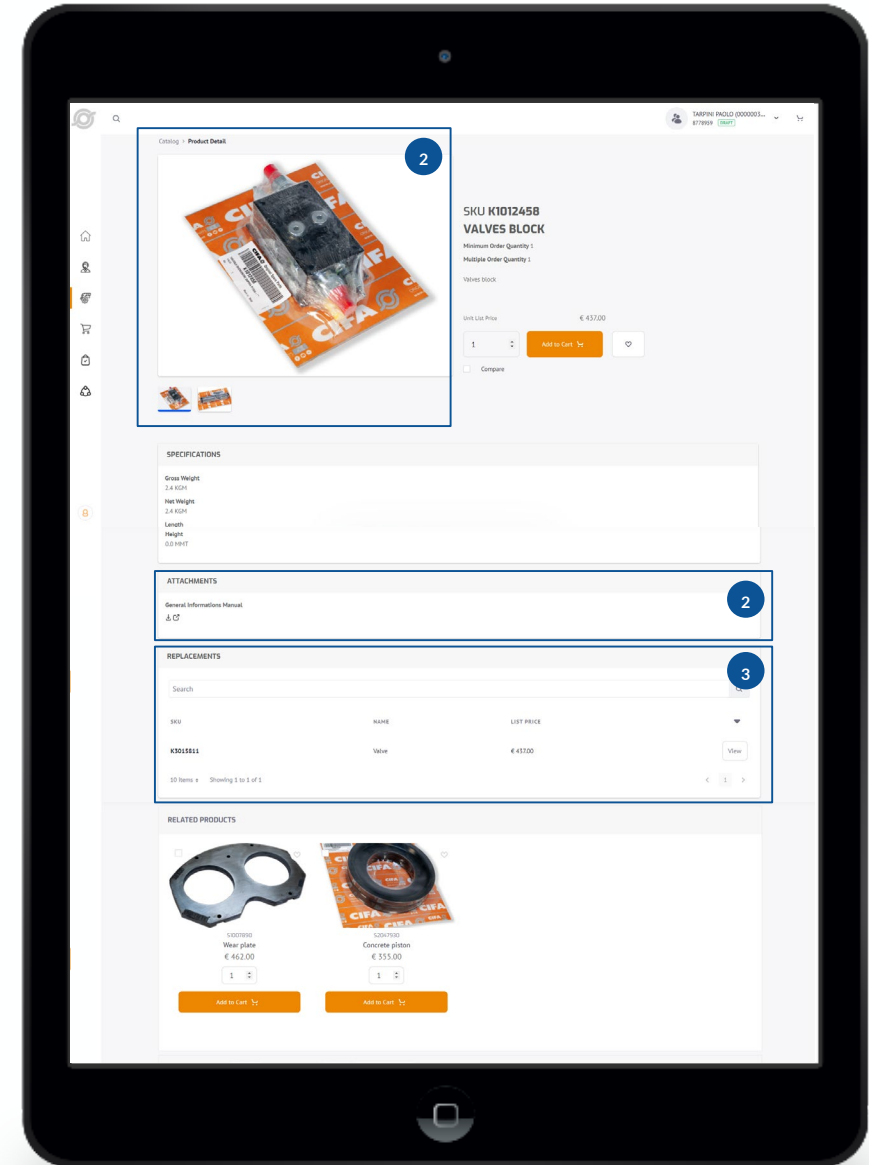
Aftersales Portal: spare parts product page

- 1 Simple Product (Purchasable)
- 2 Images and Attachments



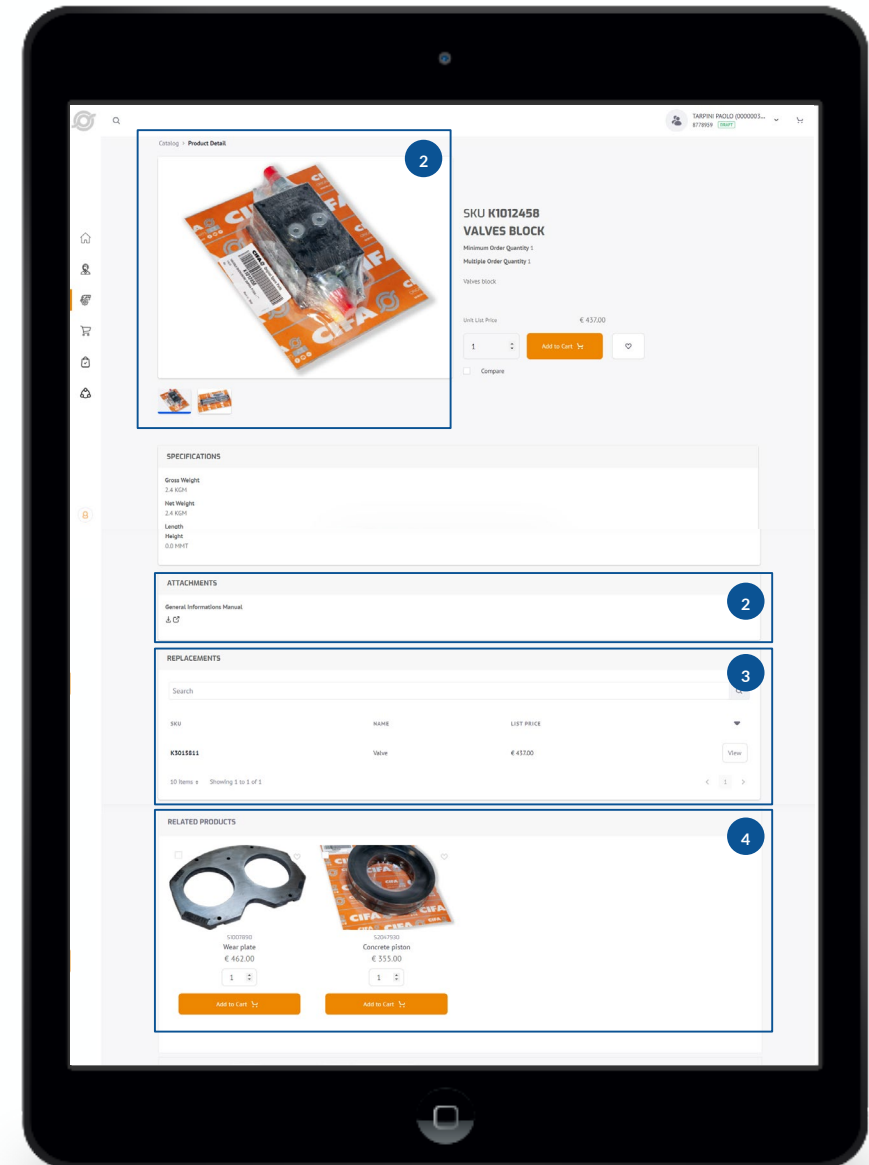
Aftersales Portal: spare parts product page

- 1 Simple Product (Purchasable)
- 2 Images and Attachments
- 3 Replacements



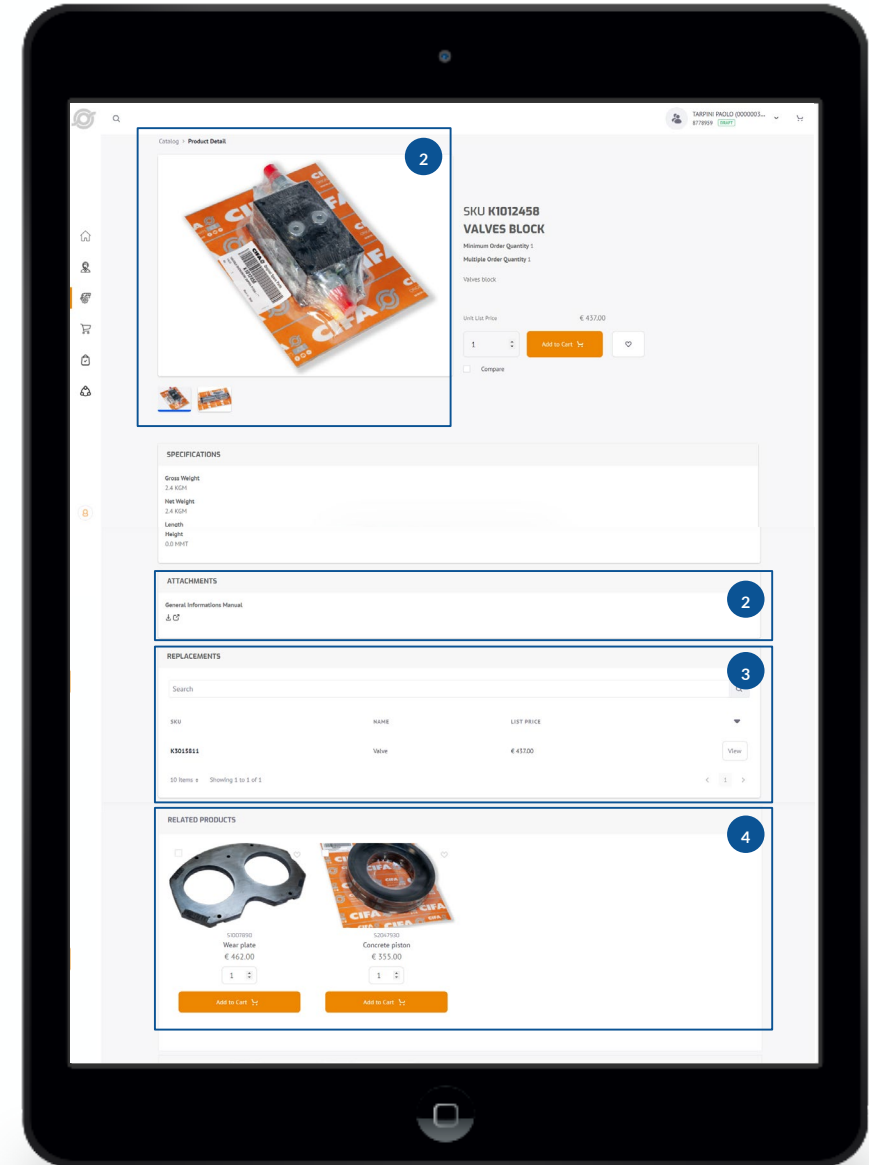
Aftersales Portal: spare parts product page

- 1 Simple Product (Purchasable)
- 2 Images and Attachments
- 3 Replacements
- 4 Product relations (Up and Cross selling)



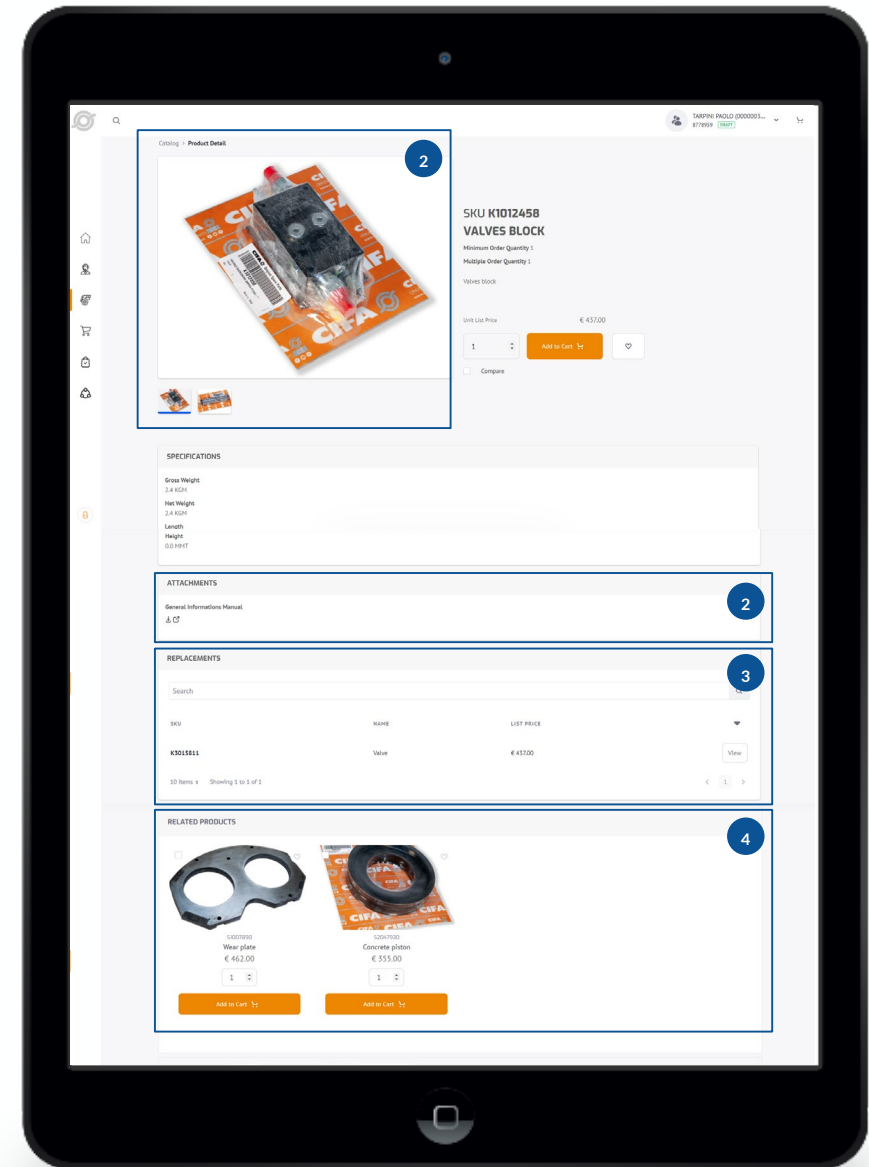
Aftersales Portal: spare parts product page

- 1 Simple Product (Purchasable)
- 2 Images and Attachments
- 3 Replacements
- 4 Product relations (Up and Cross selling)
- 5 Comparison between products



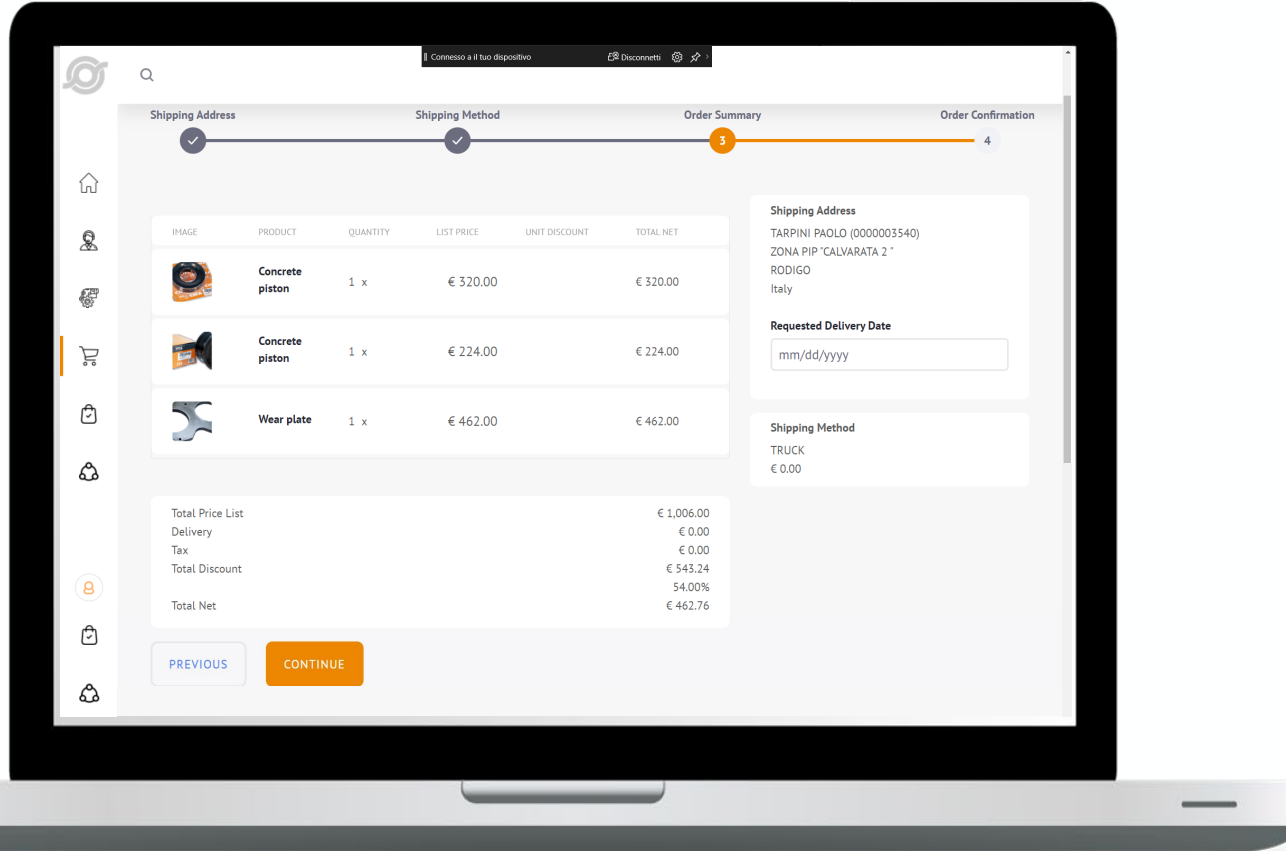
Aftersales Portal: spare parts product page

- 1 Simple Product (Purchasable)
- 2 Images and Attachments
- 3 Replacements
- 4 Product relations (Up and Cross selling)
- 5 Comparison between products
- 6 Wishlist





Aftersales Portal: order management



1

Different ways to place an order

- Standard Process: Machine > Parts Book > Spare Parts
- Directly from Parts Book
- Directly from the Catalog
- Reorder function
- Import from CSV
- Import from Wishlist

2

Checkout Process

3

Order Type

4

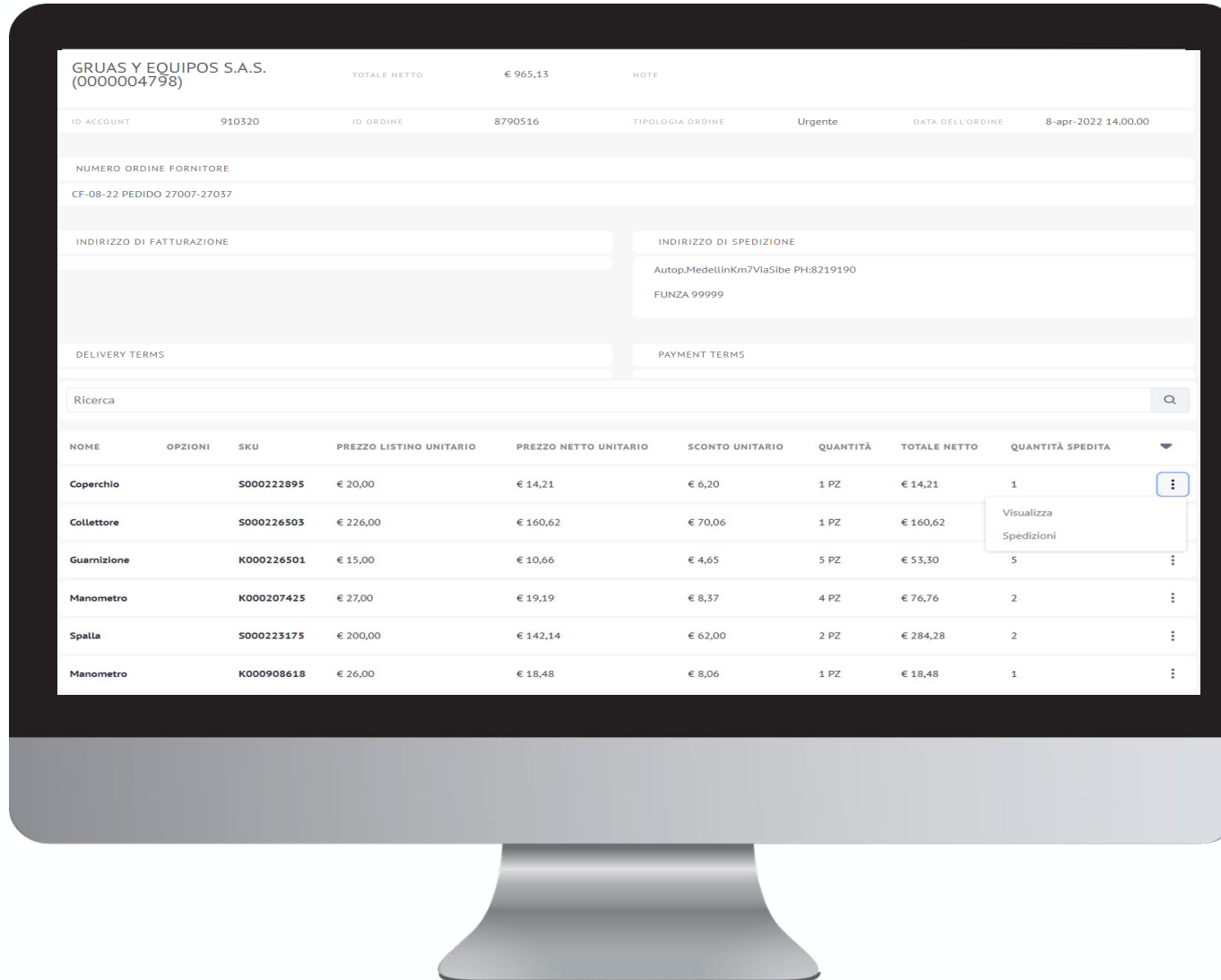
Order Rules

5

Shipping Methods

Aftersales Portal: order shipment monitoring

- 1 Shipments populated by integration
- 2 Status of Order
- 3 Partial Shipments
- 4 Total Shipments



GRUAS Y EQUIPOS S.A.S.
(0000004798)

TOTALE NETTO € 965,13 NOTE

ID ACCOUNT 910320 ID ORDINE 8790516 TIPOLOGIA ORDINE Urgente DATA DELL'ORDINE 8-apr-2022 14.00.00

NUMERO ORDINE FORNITORE
CF-08-22 PEDIDO 27007-27037

INDIRIZZO DI FATTURAZIONE

INDIRIZZO DI SPEDIZIONE
Autop.MedellinKm7/ViaSibe PH8219190
FUNZA 99999

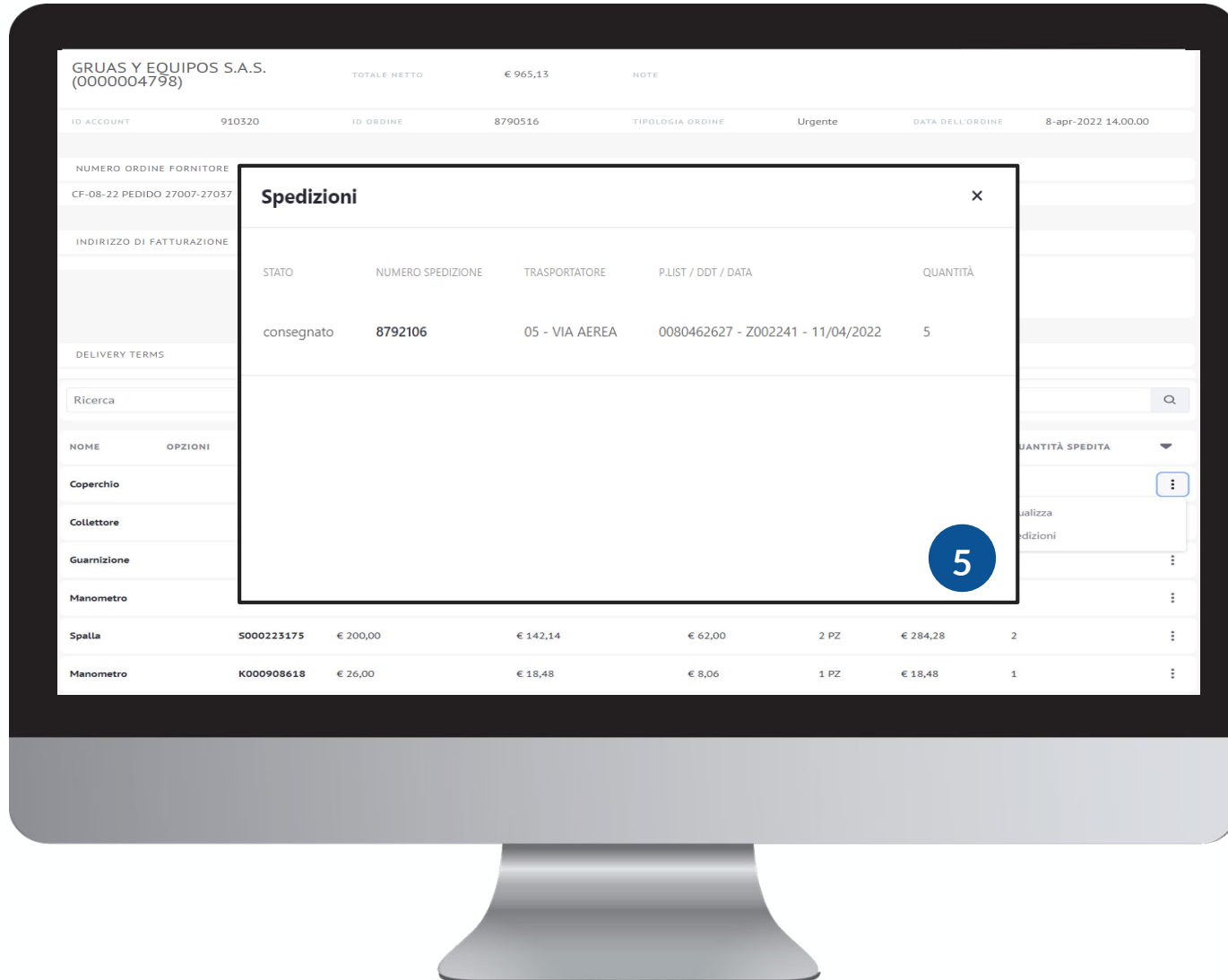
DELIVERY TERMS

PAYMENT TERMS

Ricerca

NOME	OPZIONI	SKU	PREZZO LISTINO UNITARIO	PREZZO NETTO UNITARIO	SCONTO UNITARIO	QUANTITÀ	TOTALE NETTO	QUANTITÀ SPEDITA	
Coperchio		S000222895	€ 20,00	€ 14,21	€ 6,20	1 PZ	€ 14,21	1	⋮
Collettore		S000226503	€ 226,00	€ 160,62	€ 70,06	1 PZ	€ 160,62		Visualizza Spedizioni
Guarnizione		K000226501	€ 15,00	€ 10,66	€ 4,65	5 PZ	€ 53,30	5	⋮
Manometro		K000207425	€ 27,00	€ 19,19	€ 8,37	4 PZ	€ 76,76	2	⋮
Spalla		S000223175	€ 200,00	€ 142,14	€ 62,00	2 PZ	€ 284,28	2	⋮
Manometro		K000908618	€ 26,00	€ 18,48	€ 8,06	1 PZ	€ 18,48	1	⋮

Aftersales Portal: order shipment monitoring



1 Shipments populated by integration

2 Status of Order

3 Partial Shipments

4 Total Shipments

5 Shipping Informations

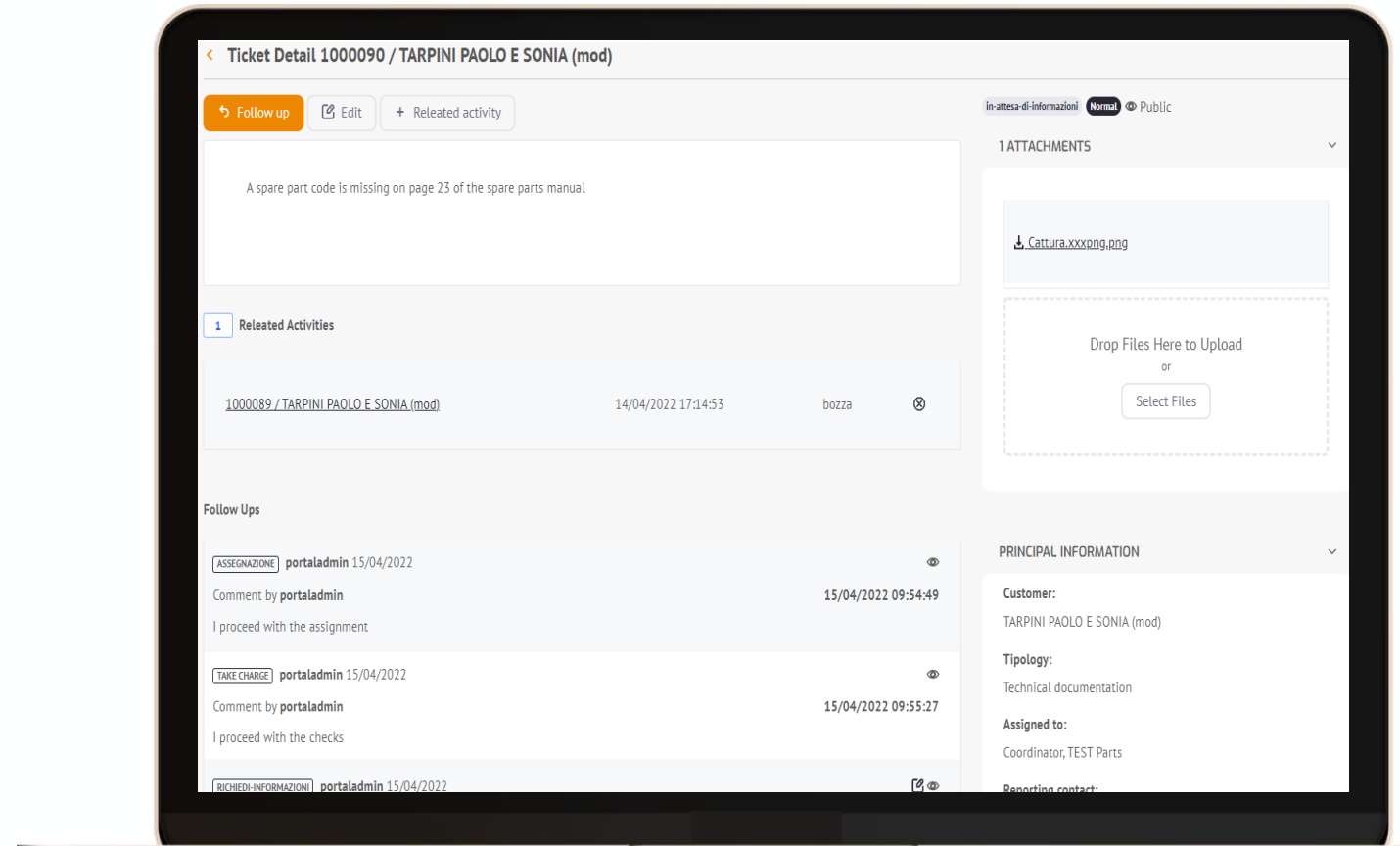
Aftersales Portal: customer service management

1 Different Ticket Tipology

2 Assignment Process

3 Approval Process

4 Activity Relations



Aftersales Portal: Registration and Warranty Claim



Technical information
of the Machine



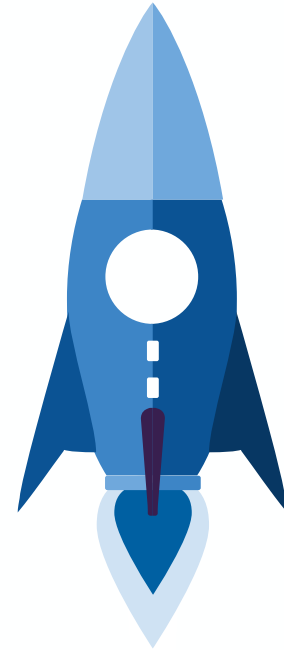
Spare Parts
Used



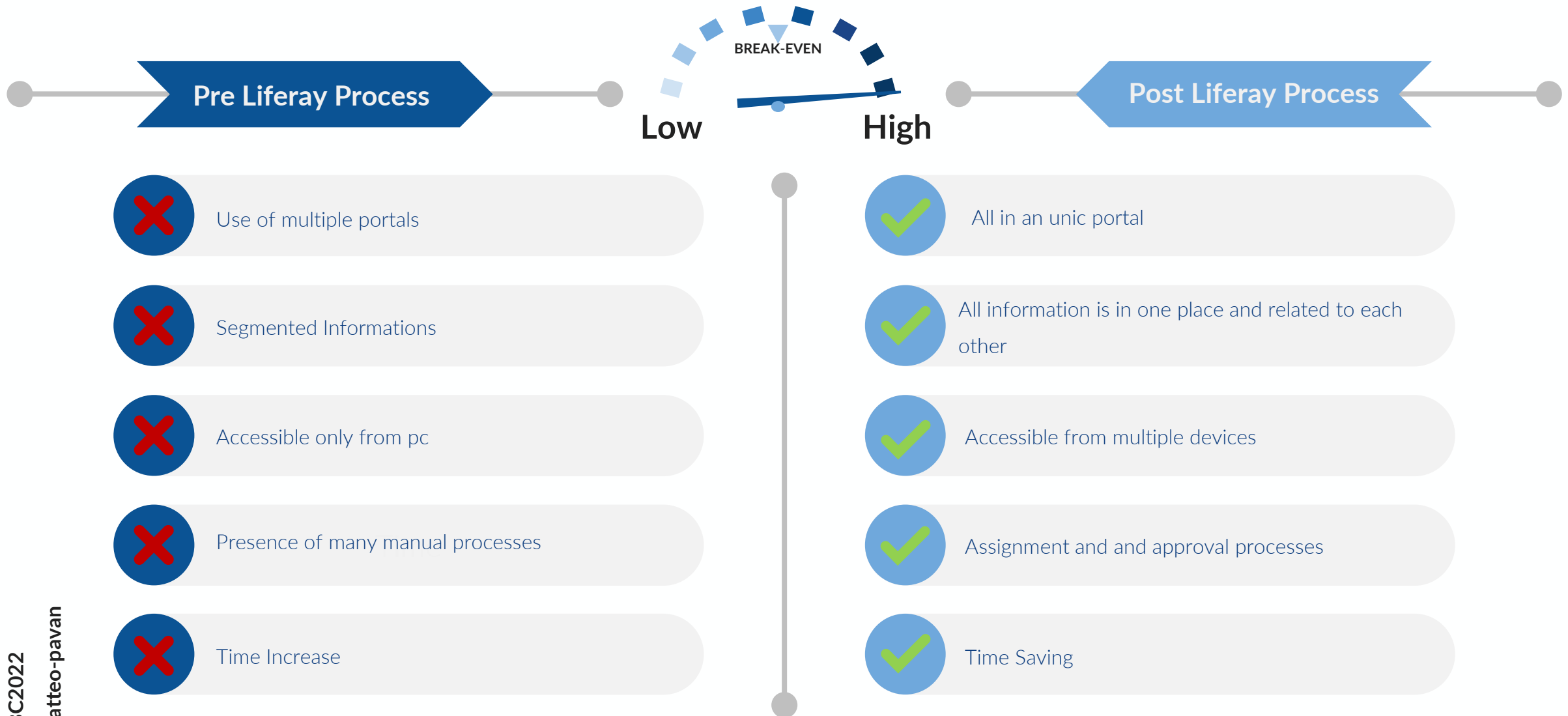
Manpower hours
fixed for each
type of damage



Approval
Process



Comparison new and old Process





Contatti

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matteo.pavan@smc.it

Thank you 😊