

## CASE STUDY

# How a Leading Organization Transformed Customer Engagement with Evenica

## EVENICA'S CLIENT: MID-MARKET TO ENTERPRISE ORGANIZATION

A large, service-oriented organization managing high volumes of customer and partner interactions across multiple systems (including ERP, D365 Commerce, and service systems) was struggling to keep pace with growing demand. Critical processes such as service requests, document exchange, payments, and inquiries were handled across disconnected systems, creating inefficiencies and limiting visibility for both users and internal teams.

As expectations for fast, transparent, and self-service experiences increased, these fragmented workflows became a barrier to operational efficiency and scalability. Partnering with Evenica, the organization implemented a centralized customer portal - streamlining interactions, improving access to information, and delivering a secure, user-friendly experience for external stakeholders.

## THE CHALLENGE

Despite significant investments in D365 Commerce, this organization still relied on manual, fragmented processes to manage non-transactional interactions. Customer service teams handled emails, phone calls, spreadsheets, and ad-hoc portals to support activities such as document requests, warranty claims, service scheduling, and payment follow-ups.



This approaches created ongoing friction:

- Inconsistent customer experiences across channels
- Limited visibility into request status and accountability
- High operational costs driven by manual effort
- Solutions that don't scale as interaction volumes grow

Traditional e-commerce platforms are not designed to serve as flexible, external-facing engagement platforms, which is why this organization was caught between heavy customization and disconnected point solutions.

## THE SOLUTION

Evenica implemented a fully integrated Customer Portal providing them with a purpose-built engagement channel designed specifically for non-transactional, external interactions. Rather than relying on custom websites or inbox-driven processes, this organization gained a centralized, scalable way to manage engagement in alignment with D365 Commerce.

Key functionality included:

- Self-service request initiation and lifecycle tracking
- Case management-driven workflows for consistency and visibility
- Secure document upload, download, and management
- Support for non-sales payments (AP/AR scenarios)
- Always-on availability to support 24/7 engagement
- Configurable components that reduce complexity and accelerate time to value



## THE EVOLUTION

Once a structured engagement layer is in place, additional workflows, services, and integrations can be introduced incrementally - without rebuilding the experience.

*“For us, this is all about leveraging our initial investment while finding new ways to increase efficiency”* says their Director of Commerce Technology.

Key outcomes they can expect:

- Significant reduction in manual request handling and support ticket volume
- Faster customer onboarding with minimal internal preparation
- Improved request accuracy and fewer escalations
- Continuous digitization of interactions as the business scales
- A scalable foundation for introducing new workflows and customer segments

## ABOUT EVENICA



### LEADING THE EVOLUTION OF E-COMMERCE TECHNOLOGY

Evenica is an independent software vendor developing e-commerce solutions for brands that envision the most demanding and sophisticated digital experiences. A Microsoft Solutions Partner recognized as one of the longest standing and most experienced e-commerce partners in the Microsoft environment. Evenica was presented the Deloitte Technology Fast 50 program award in 2020 for our rapid revenue growth, entrepreneurial spirit and bold innovation. The program recognizes technology companies with the highest revenue-growth percentage over the past four years.



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