

# Case Study

AN ACCELERATED MIGRATION TO A UNIFIED B2B & B2C EXPERIENCE

## BACKGROUND

What began in 1972 within a small dental laboratory in San Diego is now Zest Dental Solutions, a global leader in the manufacturing and distribution of solutions for dental patient care. The company's product portfolios consist of Zest Anchors, Danville Materials, and Perioscopy.

## CHALLENGE

In 2019, Zest Dental Solution came to the realization that they had outgrown their ecommerce site, originally built on Magento Commerce 1.12. The IT team knew that a streamlined B2B and B2C storefront was necessary to beat the increasing competition within their industry. They wanted to offer their customers a fast experience that could guarantee the accuracy of inventory data, tax calculations, account details, etc. In the words of Ahmad Rashidi, Vice President of IT at Zest, they were also seeking to "nurture a direct relationship with customers so as to incorporate customer data into the decision-making process."

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The main reason why we selected Corra was their involvement in the research and development level with the platform. That product knowledge and experience was extremely important to us. Diversity was another important reason. I've been a part of many discovery meetings where only (male) developers were attending. When I looked at Corra, it was refreshing to see such a unique mix of individuals with different backgrounds presenting their research.

**AHMAD RASHIDI** Vice President of IT at Zest Dental Solutions

## The Solution



After a thorough evaluation, they entrusted Corra to migrate their online business to Magento Commerce 2.3.4. During the evaluation of agency partners, Zest was particularly impressed with Nouvelle: Corra's Magento Commerce Accelerator, which allows any merchant to cut the cost of a typical Magento Commerce implementation by up to 50% and time-to-market by up to 40% while offering long-term scalability, superior UX, and built-in integrations.

### **ACCELERATING THE GO-TO-MARKET STRATEGY WITH NOUVELLE**

Magento Commerce 2 comes with Luma, its pre-built theme. Upon noticing that clients were requesting a variety of design customizations and integrations, Corra launched Nouvelle with the goal of providing a sophisticated alternative to the out-of-the-box solution.

The custom modules Corra embedded in Nouvelle include a sticky header and mega menu with three different design templates, a slide-out mini cart allowing for easy editing, and a smart checkout flow with a logic that instantly recognizes if the customer's email is associated to an existing account.

Zest Dental Solutions was also able to leverage the pre-integrated technologies Nouvelle has to offer. For example, InstantSearch+ delivers search results refined by artificial intelligence and real-time behavior analysis. When Zest's buyers type on the search bar, they can now preview search results and find what they need quickly.

Nouvelle's integration with Page Builder, the drag-and-drop CMS offered by Magento Commerce, is allowing the Zest's team to manage content easily within the Magento Commerce dashboard. To improve content delivery, Corra has also created a library of Page Builder templates with custom CSS classes that can be reused in the future.

Avalara and Loqate are also included out-of-the-box with Nouvelle. Avalara is a cloud-based tax compliance solution that facilitates and automates the accurate calculation of tax. Loqate provides precise address validation and auto-complete functionality through real-time location data. With Loqate, errors are recognized and instantly corrected, avoiding costly shipping errors and damage to Zest's brand reputation.

## **DESIGN, UX, & CUSTOMIZATIONS**

When tailoring the experience around the needs of Zest's buyers, Corra's UX strategists focused on making it easy for them to find the right product quickly through a simple, intuitive category structure and navigation options. This approach avoided the time, effort, and budget needed to implement and manage a custom product finder wizard—which is what Zest's team originally intended to do. It also enables them to rank highly in organic search in order to drive more traffic to the site.

In addition to facilitating the discovery of product education and resources, Corra's designers refreshed the previous branding through a modern color palette and font scheme.

Thanks to the Magento Commerce 2 native B2B module, Zest was able to take advantage of essential B2B functionalities such as requisition lists and quick-order via CSV files. On the back-end, the Corra team solved the previous issues caused by a poor integration with Aptan's Made2Manage, the ERP Zest utilizes to manage orders, fulfillment, inventory, products, and customer accounts.

# Results



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**+ 59%** INCREASE  
IN SESSIONS

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**+ 18%** INCREASE IN  
AVERAGE  
ORDER VALUE

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The new site experience was launched in March 2020. The streamlined buying journey will help increase conversions and drive revenue to recover from the impact the COVID-19 has had on their business. “To remain relevant post COVID-19, there is no other choice but focusing on driving automation, efficiencies, and process improvements,” said Rashidi.

Nouvelle also provides added flexibility to scale for the years to come. Its pre-built modules eliminate the need to rely on extensions that would become outdated with the next versions of Magento. Moreover, if Zest’s marketing teams want to refresh the look and feel of the site, they will be able to count on Nouvelle’s Style Editor: a proprietary tool that allows to easily update all of the branded elements of the site in a few clicks—no coding required. Upon launch, Zest enrolled in Corra’s TotalCare program to receive 24/7/365 support and continue implementing revenue-driving enhancements. Next, Zest and Corra will work together on defining customer groups to implement group pricing and shared catalogs.