



Case Study

INTERACTIVE EVENT SCHEDULER

The Challenge

In 2016, our client added Event Kit materials to their existing procurement system. They needed an interactive calendar, form, and supporting pages online to help customers search, locate, order, use and return these Event Kit materials correctly.

“Integrating the calendar view into the existing procurement system was the key factor.”

Tom Stanek, Director
Spectra Integration

The Client

Our client is one of the leading manufacturers of passenger and light truck tires (PLT) in Europe, in addition to being the world's fourth largest passenger tire manufacturer in the original equipment and replacement market.

Why Spectra Integration?

Our client first considered their contracted procurement supplier, but ultimately partnered with Spectra Integration to create an Interactive Event Scheduler (IES) because Spectra provided the only solution that allowed the necessary calendar view. The IES works in tandem with our client's existing procurement system to create a smooth process from order to fulfillment to return.

The Solution

Spectra Integration used provided images and content to build multiple web pages allowing customers to search and locate Event Kit materials. We also created a form to capture product, order and shipping information. During an order form submission, a calendar view selection auto-populates form fields to ensure accuracy. A series of internal checks were put in place to streamline the order process including notifications to multiple parties. Product instructions and a return shipping label were included in each Event Kit.

The Outcome

The Interactive Event Scheduler (IES) was added to the Event Kit offer on the existing procurement system. Using the IES, our client was able to improve service to their customers utilizing this important marketing tool.

