

Bringg on Salesforce

Enhancing customer experience for Fox Racing with self-service tracking and returns.

About Fox Racing

Fox Racing is the world's most recognized and best-selling brand of motocross apparel, with a dedicated consumer following of riders, and a talented group of employees that embody the brand's mission to "honor yesterday, conquer today, and invent tomorrow." The company has wholesale and direct retail operations in Europe and North America, as well as distribution networks in Africa, Asia, and Australia. Fox Racing is owned by Vista Outdoor, the parent company of 41 renowned sporting and outdoor brands.



At a Glance



Goal

To improve customer satisfaction and operational efficiencies



Solution

Bringg on Salesforce



Results

18% less WISMO calls, full support of omnichannel evolution

Challenges

Prior to implementing Bringg on Salesforce, delivery operations were an obstacle to closing deals and sending out invoices.

- Giving customers complete visibility into order, delivery, and returns status to improve experience and offer peace of mind.
- Automating returns processes to reduce errors and spare employees from tedious, time-consuming manual processes.
- Enabling self-initiated product returns to reduce friction and enhance convenience for customers.
- Creating a platform that will enable Fox Racing to evolve its omnichannel strategy.
- Reducing customer support calls related to product returns and delivery status to preserve employee time - for higher value customer interactions.
- Capturing consistent and accurate returns data for real-time reporting and analytics about the customer experience.

Compelling Event

Fox Racing is accelerating its evolution from a brand with roots in wholesale and bricks-and-mortar retail into an omnichannel brand. As part of its long-term strategy to be a leader in digital commerce, Fox Racing consolidated its regional, Salesforce-powered eCommerce sites on the Salesforce Storefront Reference Architecture (SFRA). This created an opportunity for Fox Racing to improve customer satisfaction and operational efficiencies by elevating its website order tracking and returns experience.

Solution

With Bringg on Salesforce, the only Delivery Management offering natively built on Salesforce, Fox Racing can now empower customers to track their deliveries and returns in real-time.

Bringg on Salesforce provides comprehensive, easy-to-use shipping, returns, and real-time tracking functionality, built exclusively for Salesforce. This is easily accessible in Autobahn (a best practice tech stack) for Commerce Cloud, the accelerator framework Fox Racing used to launch its new Salesforce storefront.

Results

As the only delivery management platform natively built on Salesforce, Bringg on Salesforce lets Fox Racing run a range of delivery and returns operations end-to-end on a single platform. The deployment of the real-time tracking and returns features have already delivered significant efficiency gains for the business while improving customer satisfaction:

- ✓ Returns-related support calls **dropped by 33%**
- ✓ **18% less** 'Where Is My Order?' (WISMO) queries from customers
- ✓ Ability to change fulfillment partners without disrupting the returns and tracking experience
- ✓ A comprehensive platform that supports Fox Racing's evolution into an omnichannel retailer that serves riders wherever they are

Fox Racing will now use Bringg on Salesforce to rapidly launch and support a range of fulfillment options, including buy online, collect or return in-store.



Bringg acts as an extension of our team and approaches our problems with a solutions-based mindset, partnering with us as we evolve and grow our omnichannel business. The Bringg on Salesforce solution enables us to offer a consistent brand experience that puts the customer at the center—while also enabling us to drive greater efficiencies and reduce operational costs.

Owen Spencer,
Director of Digital Applications, Fox Racing.

