

Major Police Supply



Whether it is one car or a thousand, no job is too big or too small.

Major Police Supply has specialized in the business of emergency vehicle equipment for over 23yrs.

Market

United States of America

Industry

Major Police & Fire Supply

“We are highly satisfied and overwhelmed with the quality of work delivered by XJ team.”

Brad Badal
The president

Customer Profile

Today MPS is recognized as a leader in the field of emergency vehicle equipment installation and fleet maintenance. Major Police Supply has specialized in the business of manufacturing emergency vehicle equipment for over 23yrs. Within the first year MPS became a distributor for Federal Signal, the industry leader in advanced vehicle lighting and audible signalling devices. Incorporated in 1989, MPS is currently one of the largest suppliers and installers in the nation and currently stocks and distributes product for almost every major manufacturer of emergency vehicle equipment in the industry.

Major Challenges

- Brand reinforcement



MPS is catering to all the major needs of emergency vehicle industry since years. Ever since they have been expanding the product line. Thus to link all the new products to the old brand especially in quantity is a huge task. Thus, brand reinforcement was needed to be done, especially when the competitors are owing an interactive online store. Conversion of old and slow website to an advanced portal.

- CRM



Reaching, communicating, redressing, suggesting and getting the feedback are the vitals for all businesses. Now the customers want to save time and money on commutation and product selection, especially when all your competitors are operating an interactive online store. Managing a quick and prompt website for the range of products is very important.

- Virtual buying environment



The entire buying experience should be easier, simpler and fun. An online website should be quick and advance. Therefore converting the old sluggish website into an interactive and prompt portal was a big challenge. Adding more advance services is equally very important.

- Customer group management



Believing the concept of customer is the king, MPS wanted to give its customers the power to call the deal by offering them administering and product customization features.

- Price negotiation



Bargaining is fun and righteous for all-customers, wholesalers, retailers and manufacturers. But how can we transport a physical market experience to a virtual market environment? It was a huge task.

Solutions

- Analysis and Planning

- Requirement analysis



Inquiry into the customer profile and market analysis

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Locating the problems, target customers and required solution along with developing of time frame.



Division of work according to speciality, expertise and complexity.

• Seller profile management



Gathering the details of the sellers, their list of products offerings, transaction history and customer feedbacks are managed by developing an admin panel.



Maintaining the Transparency of buying and selling is vital for sellers. Thus, seller is privileged to manage his/her profile, products and also the transaction history.



Product management by the sellers with least complexity and rituals about entering information and data into the panel while adding a product.



Sellers can also login as a customer through their sellers account, thus giving them the privilege of availing information for both the transaction details and order per deal.



Deals are displayed with timers. Sellers have access to it.



Bulk product upload facility for the sellers.

• User experience and design



Additional features like request a deal, price negotiation, customer group management are offered to clients for an advanced and easy buying experience.



Developing a More interactive, visually efficient, quick and prompt (minimum loading time) website operating experience for the clients.



Separate login and registration section in the front end.



Responsive web designs for all major screen resolutions.

Key Features

Following are the key features added to sellers and customers' accounts:

- 🔧 Unique and elegant design with responsive integrated.
- 🔧 B2B Module.
- 🔧 Event Management
- 🔧 News & Updates
- 🔧 Mass Price Upload
- 🔧 Advanced Custom Product Options
- 🔧 Call for Pricing & Price negotiation module.
- 🔧 Banner Slider Module