Heritage Parts Case Study

Heritage Parts Customers Purchase with Confidence with Amplience and Snap36

Background
Heritage Parts is North America’s largest distributor of replacement parts for commercial kitchen equipment. With the largest inventory of commercial kitchen parts, the brand boasts more than 99 percent identification accuracy for its products and same-day shipping from distribution centers across North America. A disruptor in the industry, Heritage Parts provides its customers with top-rated, outstanding service whether online or on the phone.

The Challenge
When a part breaks in a restaurant, hotel or hospital kitchen equipment, it needs to be replaced quickly. With this demand, Heritage Parts needed an e-commerce solution that enables customers to efficiently identify items by the part number and product image, giving them confidence they are purchasing the right part. To do this, the company required a technology partner who could help it showcase parts effectively and manage visuals across the website.

The Amplience Advantage
Searching for a dynamic media partner, Heritage Parts wanted experienced experts who could help it offer a rich user experience to customers. Amplience was chosen for its trusted reviews in the industry, ease of use and price point. Amplience’s Dynamic Media solution enabled the company to simplify digital asset management, and deliver powerful automated image management workflows.

Key Business Benefits
- Automated 360° and 720° (up and over) spin set production
- Flexible, mobile optimized, adaptive and responsive product media viewers
- Reduced media production costs by 90%+

"The Amplience Dynamic Media solution enables our customers to be confident in their purchase. Since the launch, Heritage Parts has received positive feedback from customers, many citing the importance of the 360° and 720° viewers."

Steven Suddarth, Ecommerce Manager at Heritage Parts
ABOUT AMPLIENCE

Amplience dramatically simplifies how clients plan, create, manage, and deliver content. With a modern API-first approach, the Amplience solution can unleash the creativity and productivity of content and technology teams. Amplience serves more than 200 of the world’s leading businesses including Crate and Barrel, Heritage Parts, Boohoo, Mulberry, BMC, and TUMI. For more information on the Amplience solution, please visit www.amplience.com.

The Solution in Action

Prior to launching 720° image viewer, Heritage Parts and Amplience partnered with Snap36, a company specializing in high volume, cost effective product photography to capture 60,000 commercial and institutional kitchen parts in 360° and 3D spin, resulting in more than 1.6 million individual pieces of visual digital material. Amplience’s Dynamic Media solution helped streamline this wealth of content, and provided Heritage Parts the technology to share images, with a faster load time, a rich user experience and engaging content. With Amplience’s 720° viewer, buyers can scroll up and over a product in great detail, an essential capability to ensure the correct replacement part is being purchased.

“The customer is our main priority,” said Steven Suddarth, Ecommerce Manager at Heritage Parts. “The Amplience Dynamic Media solution enables our customers to be confident in their purchase. Since the launch, Heritage Parts has received positive feedback from customers, many citing the importance of the 360° and 720° viewers. We look forward to working with Amplience to ensure our site remains innovative and empowers our customers to shop effectively.”

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