Kawasaki
ENGINES

Optimizing Workflows for a Self-Service Portal for 7,700 Dealers in 6 Weeks

Company Overview

Kawasaki Engines is a global leader in manufacturing high-performance engines for residential and commercial power equipment. With 7,700 dealers across the U.S., their commitment to engineering excellence has earned them the trust of both consumers and commercial users.

The Challenge

Each day, dealers contacted customer support to look up engines, find replacement options, and submit specific EPA-required documentation to initiate the replacement process. Information was housed locally in varied locations, going back 30+ years. Dealers needed additional support to find accurate engine replacement options, specifications, and technical notes. Recognizing the need to streamline and modernize outdated processes, Kawasaki turned to LaunchPad Lab.

The Approach

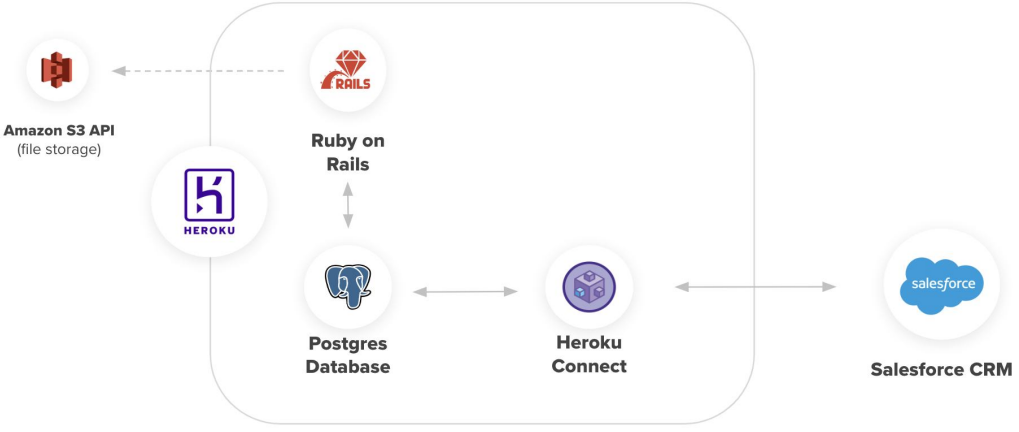
The goal was set to build a custom application within Kawasaki's dealer portal to easily find, compare, and order replacement engines. To kick off the project, A Blueprint Workshop was facilitated to map out the intricacies of the processes. After identifying critical challenges, the team prioritized consolidation of engine data as the foundation for the solution. The team decided to leverage Heroku to ensure scalability and ease of use.

Pain Points

- ✗ Decentralized data
- ✗ Disconnected UX
- ✗ Lengthy manual processes
- ✗ Risk for human errors

Product Requirements

- ✓ Single source of truth
- ✓ Ease of use
- ✓ Streamline workflow
- ✓ Data compliance



Driving Increased Revenue in 6 weeks with New Engine Replacement App

The Solution

The new self-service portal empowers dealers to independently access engine specs and replacement options, reducing reliance on Kawasaki's customer support team. In addition, designing a streamlined workflow would better meet EPA compliance requirements.

With the engine replacement finder, dealers can enter Model/Spec or Serial Number details to search, review replacement options, and access up-to-date engine data.

Once the correct engine is selected, a dealer could add the engine and parts to their shopping cart for ordering.

The solution created a modernized workflow that expedites the EPA-required documentation process.

By automating key steps, the solution significantly improved efficiency and reduced errors in the engine replacement process.

The Results

The custom portal delivered significant improvements in dealer support and internal operations for Kawasaki Engines.

- ✓ **A single source of truth for data**
- ✓ **Modern UX/UI**
- ✓ **Streamlined, efficient workflow**
- ✓ **Reduced errors and compliance risks**

30+
Years of data unlocked for customer use

~4
Months to ship initial product

15%
Conversion rate on new engine replacements added to cart