SAP Innovation Awards 2025

Entry Pitch Deck

Creating a seamless buying experience at Blackwoods with SAP Commerce Cloud and Coveo AI
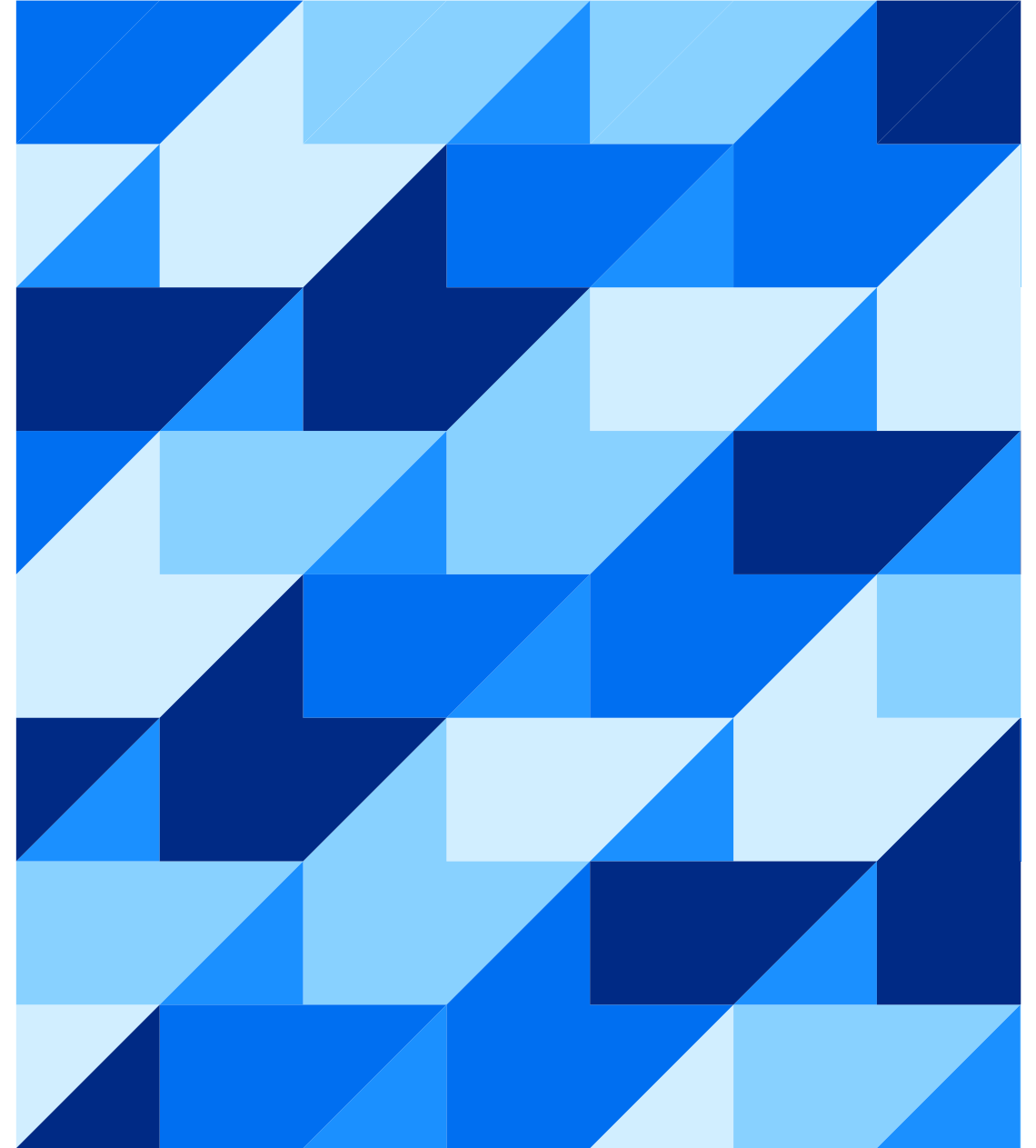
Blackwoods

Noshir Jariwala

Industrial Supplies

PUBLIC

Company information

COMPANY NAME:
Blackwoods

HEADQUARTERS:
NSW, Australia

INDUSTRY:
Industrial Supplies

WEBSITE:
www.blackwoods.com.au

Founded in 1878, Blackwoods is Australia's leading supplier of industrial and safety supplies. From landmarks like the Sydney Harbour Bridge to remote corners of Australia and local mechanics, Blackwoods ensures timely supply and unparalleled expertise from its passionate team. Behaving responsibly and acting with integrity is fundamental to how Blackwoods operates as a business. As a result, Blackwoods promotes and supports a rigorous sustainability agenda including a regular review of the sustainability issues that are material to their business.

Creating a Seamless Buying Experience
Blackwoods

Blackwoods

⚙ CHALLENGE:

Blackwoods operates at a massive scale, fulfilling over 1.5 million orders annually sourced from 5,000+ suppliers, managing 350,000 SKUs, and distributing through 50+ branches and six distribution centers. Customers came to their website expecting a seamless search experience shaped by Google. In fact, 80 percent of users start their journey with search, but too often searches failed to return results even when products were available, leading to frustration and lost opportunities.

◎ SOLUTION:

Blackwoods relaunched their website on SAP Commerce Cloud, establishing a strong foundation for digital growth and Coveo AI, for improved user search, personalization and catalog management.

Key capabilities:

SAP Commerce Cloud – Provided a scalable foundation with advanced B2B functionality.

SAP Commerce, assisted service module – Allowed support teams to assist buyers directly within the platform.

Coveo AI – Improved search relevance, product recommendations, and user personalization, allowing customers to find the right products faster.

✓= OUTCOME:

The gap between customer expectations and the experience Blackwoods.com.au delivers has been closed as reflected by:

- 45% increase in net promoter score (NPS)
- 44% decrease in null searches (search that return zero results)
- 70% of add-to-cart actions occur on the search results pages – up from 29%
- An increase in digital penetration from 33% to 55%
- An overall increase in digital sales, making the process more efficient for customers

45%
Increase in net promoter score (NPS)

44%
Decrease in null searches

70%
Of add-to-cart actions occur on search results pages – up from 29%

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It was like a match made in heaven, having Coveo integrated with SAP Commerce Cloud.

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Noshir Jariwala
Digital Product Manager – Customer, Blackwoods

Participating partner information

Coveo integrated with SAP Commerce Cloud to transform Blackwoods' digital search experience, ensuring customers quickly find and purchase products. Its AI-driven search and personalization adapts in real time, delivering exceptional customer experiences across all touchpoints. The joint solution enhances product discovery, buyer journeys, and optimizes search for Blackwood's visitors.

COMPANY NAME:

Coveo

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Coveo is proud to be an SAP endorsed app. Alongside SAP CX Coveo is delivering real value to our customers to solve key challenges as only AI can. AI is the driver and enabler of next level CX.

Louis Têtu

CEO & Chairman, Coveo

"

coveo™

Challenges

🌐 GLOBAL CHALLENGES

Blackwoods is [committed to sustainability](#), focusing on environmental, social, and governance (ESG) aspects. Their initiatives include reducing carbon emissions to achieve net-zero by 2035, minimizing operational waste sent to landfill, and decreasing their own-brand packaging footprint to meet the National Packaging Targets by 2025. As part of its digital transformation, Blackwoods' modernized web platform enhances supply chain efficiency, reducing unnecessary shipments and improving inventory accuracy. By leveraging AI-driven search and product discovery, customers quickly find the right products, minimizing excess orders and returns. These advancements align with Blackwoods' commitment to sustainable operations and responsible resource management.

🤝 BUSINESS CHALLENGES

Blackwoods faced increasing pressure to deliver a seamless digital experience while managing a vast, complex product catalog.

- **Customer frustration:** Eighty percent of users began their journey with search, yet frequent failed results made finding products difficult, leading to lost sales and a low NPS..

- **Catalog complexity:** With over 350,000 SKUs, managing real time availability, custom catalogs, and pricing was a challenge.

- **Lack of digital customer support:** Blackwood did not have a way to assist web visitors in real time, so customers had limited options for support when they struggled to find the right products.

Objectives

The objective of Blackwoods' digital transformation was to enhance the buyer experience by improving search, catalog navigation, and customer support.

- **Intelligent and personalized search:** Implement an AI-driven solution to surface relevant products across a vast and complex catalog.

- **Personalized customer journeys:** Deliver tailored recommendations and adaptive search results based on user behavior.

- **Scalable B2B commerce:** Support complex pricing structures, custom catalogs, and industry-specific purchasing needs.

- **Real-time customer support:** Enable representatives to assist website visitors, improving service and reducing friction in the purchasing process.

WHY SAP

In 2017, Blackwoods selected SAP Commerce Cloud to modernize its digital platform, ensuring scalability and best-in-class B2B capabilities. With a vast catalog of 350,000 SKUs, complex pricing models, SAP Commerce Cloud provided the agility to streamline transactions, manage spend, track inventory, and custom company user management.

The transformation began with Blackwoods.com.au's relaunch in 2019. To enhance customer support, SAP Commerce, assisted service module was selected to enable service representatives to assist buyers in real time within the digital platform.

To further support buyers, Coveo's AI-powered search enhanced relevance and personalized recommendations.

Project or use case

⊕ OVERALL USE CASE

Blackwoods embarked on a digital transformation to improve search functionality, streamline B2B purchasing, and enhance customer support. Managing a catalog of 350,000 SKUs across multiple industries created challenges in product discovery and ordering efficiency. In 2017, Blackwoods selected SAP Commerce Cloud to build a scalable digital platform, relaunching Blackwoods.com.au with self-service capabilities, custom pricing, and spend management. To further support buyers, Coveo's AI-powered search enhanced relevance and personalized recommendations, while SAP Commerce, assisted service module enabled real-time customer assistance within the digital storefront. This transformation improved digital engagement, enhanced purchasing workflows, and created a more efficient B2B commerce experience.

✦ USE OF ARTIFICIAL INTELLIGENCE IN THE PROJECT

Blackwoods leveraged AI-driven search and product discovery to enhance digital commerce, ensuring customers quickly find the right products from a catalog of 350,000 SKUs. The platform dynamically adapts search relevance, recommendations, and personalization in real time, improving the customer journey from discovery to purchase. AI-powered query suggestions and ranking reduce null searches by 44% while increasing add-to-cart actions. Intelligent automation replaced manual tuning, enabling scalability and efficiency. This AI integration ensures a seamless, intuitive experience, reducing friction in B2B purchasing and aligning with Blackwoods' goal of delivering an industry-leading digital experience.

Benefits and outcomes 1 of 2

BUSINESS OR SOCIAL

Blackwoods' digital transformation improved efficiency, customer satisfaction, and sustainability.

- Enhanced customer experience: 45% increase in net promoter score (NPS) due to improved search and navigation.

- Increased engagement: 3.5x rise in click-through rate (CTR), leading to more informed purchasing decisions.

- Sustainability gains: Reduced unnecessary shipments and packaging waste by improving search accuracy, minimizing returns.

- Revenue impact: Higher digital penetration, increasing from 33% to 55%, contributing to stronger sales.

IT*

Blackwoods optimized IT operations by leveraging SAP Commerce Cloud, Coveo AI-driven search, and SAP Commerce, assisted service module to create a more efficient, scalable, and resilient digital platform. SAP Commerce Cloud provided a high-performance, cloud-native infrastructure, ensuring seamless updates and minimizing maintenance burdens. Real-time data management improved visibility into inventory, orders, and customer interactions, enabling data-driven decision-making. AI-powered search improved speed and accuracy, reducing customer frustration and increasing online sales. Additionally, SAP Commerce, assisted service module provided real-time customer assistance, reducing IT's involvement in account troubleshooting and transactional issues. These advancements allow IT teams to focus on long-term innovation rather than maintenance.

Benefits and outcomes 2 of 2

PEOPLE RELATED: PERSONAL PERSPECTIVE

Blackwoods' digital transformation enhanced both customer satisfaction and employee efficiency by making interactions faster, easier, and more intuitive.

- **For customers:** Search accuracy improved, leading to 70% of add-to-cart actions occurring directly from search results. Frustration from failed searches declined, making purchasing effortless.

- **For employees**: Support teams leveraged SAP Commerce, assisted service module to assist buyers in real time, reducing inbound support calls and boosting productivity.
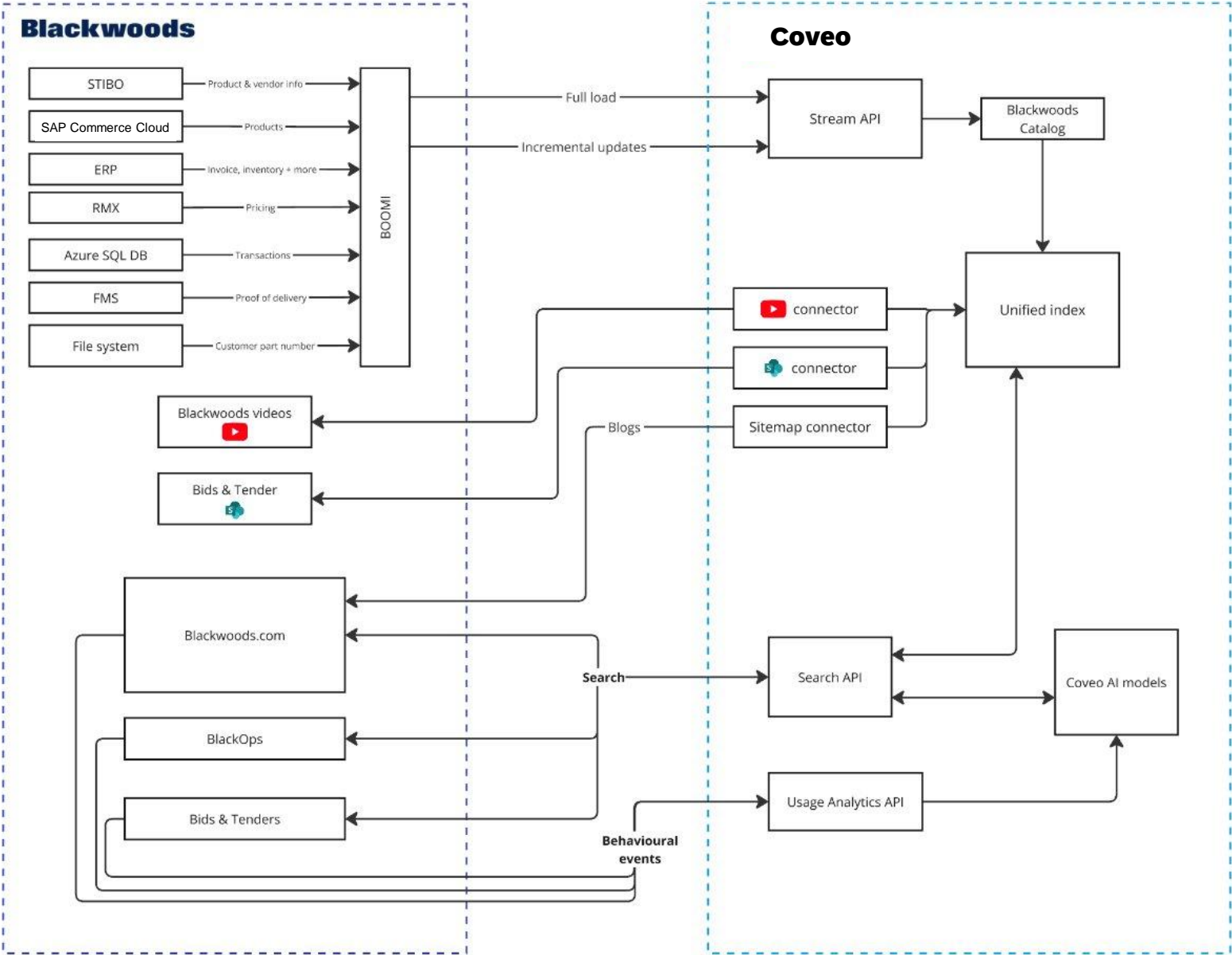
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Noshir Jariwala
Senior Product Manager, Blackwoods

Architecture

Deployment details 1 of 3

SAP TECHNOLOGIES USED

	SAP Offerings	DEPLOYMENT STATUS LIVE Proof of Concepy	SAP Business AI SCENARIO (if applicable)	CONTRIBUTION TO PROJECT
1	SAP Commerce Cloud	Live		Provided a scalable, cloud-based foundation with best-in-class B2B capabilities, seamless integrations, and real-time data management.
2	SAP Commerce, assisted service module	Live		Enabled customer service teams to provide real-time support by logging in as buyers, reducing IT support dependency and improving customer experience.
3				
4				
5				

DEPLOYMENT STATUS:

Live

DEPLOYMENT COUNTRY:

Australia

DATE:

2019

NUMBER OF END USERS:

Thousands of business customers across Australia

TRANSACTION VOLUME:

860K (R12) – Direct Web

Deployment details 2 of 3

The following SAP Business Technology Platform (SAP BTP) solutions are part of the project:

	TECHNOLOGY	SAP BTP SOLUTION	CONTRIBUTION TO PROJECT
1	Application Development and Automation		
2	Extended Planning and Analysis		
3	Data and Analytics		
4	Integration		
5	Artificial Intelligence		

*LICENSED THROUGH THE SAP BUILD/TECH ADOPTION PROGRAM:

*LISTED ON SAP STORE:

*MONETIZED (SOLD TO YOUR CUSTOMERS):

*CO-INNOVATION WITH SAP:

*NUMBER OF CUSTOMERS USING THE SOLUTION/APP:

Deployment details 3 of 3

The following offerings from SAP services or application packages were utilized during the implementation or deployment phase.

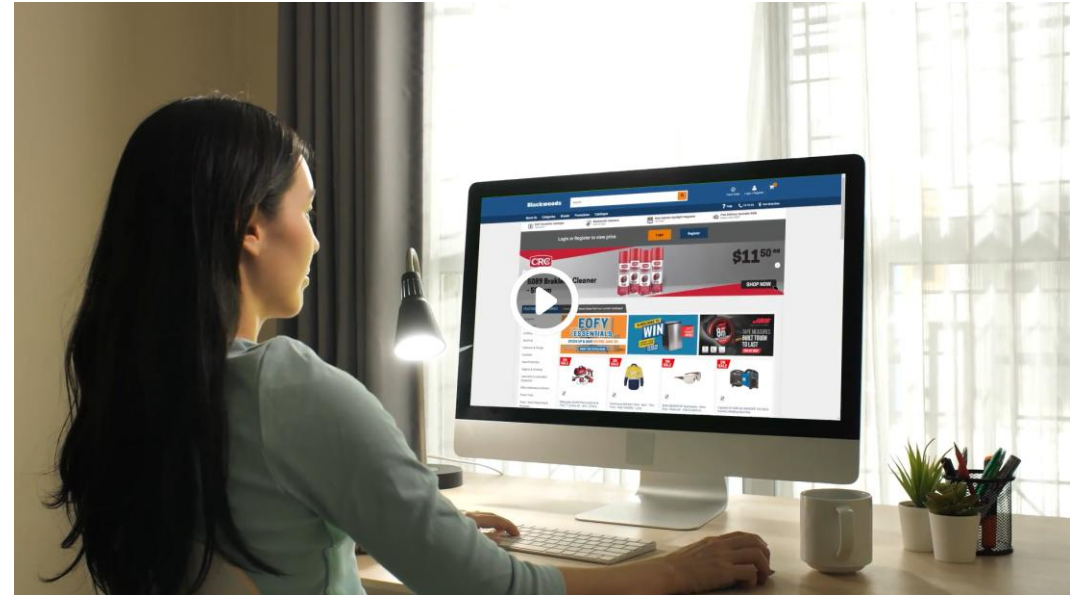|	SAP SERVICE OR APPLICATION PACKAGE	CONTRIBUTION TO THE PROJECT
1		
2		
3		
4		
5		

Other Packages

◯ **SAP DISCOVERY CENTER MISSION:**

Additional information

Blackwoods: Driving B2B Digital Acceleration and Profitable Growth with AI Search

Link: Video

Additional information