

How does QubicaAMF nurture customer loyalty with fast ordering for replacement parts?

QubicaAMF is the world's largest manufacturer of bowling and mini bowling products, aiming to help its 13k bowling center clients keep their lanes running smoothly.



Replaced its paper catalog with a B2B e-commerce platform based on IBM® WebSphere® Commerce



Enables customers to rapidly find and purchase items from a catalog of 11k parts



Creates new up- and cross-sell opportunities with automated product recommendations



Streamlines the ordering experience, nurturing customer loyalty

