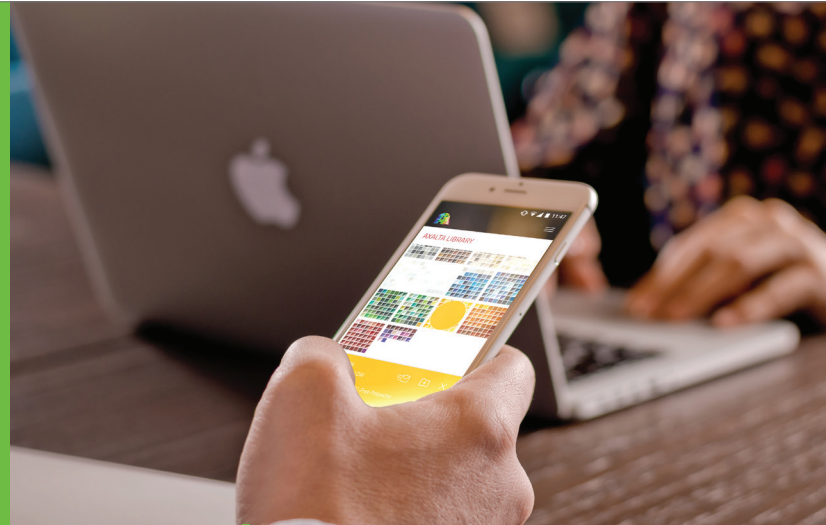Case Study

Axalta Mobile App

An innovative app advanced the color chip request process and helped Axalta rise above the competition.

Background

Axalta Coating Systems is a leading global coatings company dedicated solely to the development, manufacture and sale of liquid and powder coatings. Celebrating 150 years in the coatings industry, they continue developing innovative products and services to increase durability, enhance productivity and add beauty.

Objectives & Challenges

The process to request a color chip can be extremely time consuming and is not always reliable. Having to go to a job site to inspect a pipeline or vehicle that needs recoating and then referring to a comprehensive book of color samples to complete a color chip request leaves room for errors. Axalta came to HexaGroup looking for a solution to this inefficient process as well as a need to reduce errors in color requests.

HexaGroup proposed three objectives to remedy the presented issues with the color chip request process:

1. Simplify the request process and increase productivity by eliminating the wait for a sample powder.

2. Design a cutting-edge app to stand out from the competition.

3. Create an app that benefits the consumer and Axalta's marketing efforts.

2017 Crystal Awards

Interactive & Multimedia: Mobile App

Download the App for:

iOS

https://goo.gl/dMgY6g

Android

https://goo.gl/u2HfdF

Solution

HexaGroup held brainstorming sessions with Axalta to develop an innovative app solution, the color matching Axalta Axs app. This tool allows users to scan any surface and easily match it to a stock powder coating hue. Users are given the option to take a photo at the site, choose from a library of photos, browse the color library, store colors to use again later, and are provided with multiple options for matching colors. The original color chip request process is greatly shortened since users can now send requests straight from their device, eliminating unnecessary steps and the risk of error.

HexaGroup also designed a lead generation process within the app to advance Axalta's marketing efforts. Users complete a sign-in form when utilizing the app and their information is sent to Axalta to increase leads.

No other company in this field is using this type of technology, setting Axalta apart from the competition. HexaGroup held an official luncheon to announce the launch of the color matching app and submitted press releases that were promoted by several industry organizations and publications, including: Surface Finishing, World of Chemicals, Nasdaq and Coatings World.
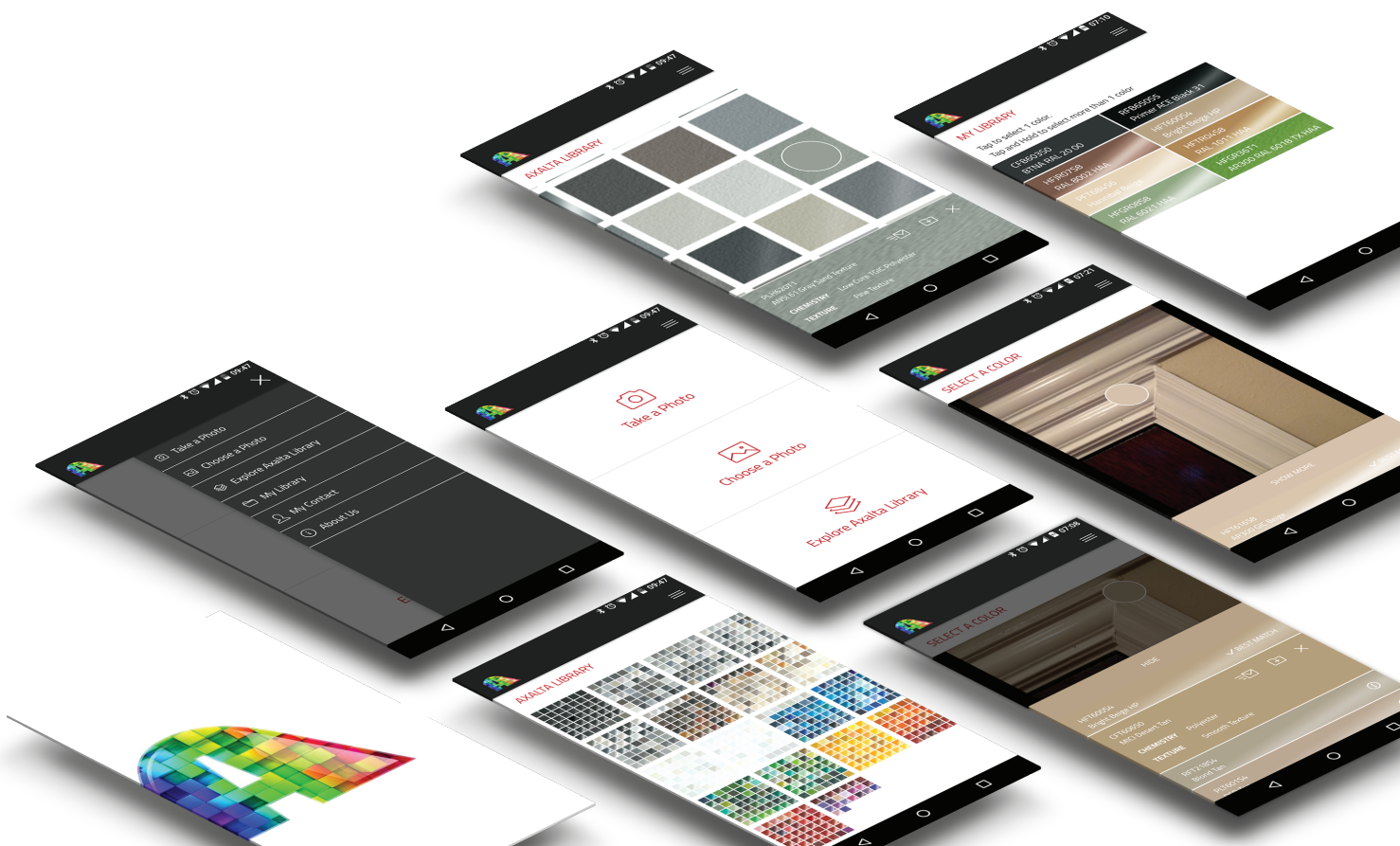
Results

Since the launch on February 7, 2017, there have been over 2,000 downloads in more than 20 countries. The app has made choosing coating colors easier and more efficient, improved the process of color chip requests, and is available for download on multiple devices.

Since February 7th
+2000 downloads

From
+20 Countries

Strategize

Clustaar Digital Market Analysis

Market Segmentation

Competitive Analysis

Market Trends

Digital Strategy Planning

Strategy

Strategic Planning

Marketing Communications Planning

Branding / Messaging

Develop

Marketing Anchors

Visual / Messaging Themes

Print

Digital Media

Mobile Apps

Growth Driven Website

Information Architecture

Visual Design / UI / UX

Technical Implementation

Content Development

Hosting Maintenance

Perform

Marketing Technology

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CRM

Lead Sourcing

Analytics

Enterprise Content Management

Marketing Performance

Inbound / Content Marketing

Lead Generation

Social Media

SEO

Events

Advertising