

“The key to our successful webstore is clean, well-categorized product data, search functionality, and website stability.”

- Jeremy Wiernasz, Director of IT & Supply Chain

OVERVIEW

Design Air has been in operation for 97 years and is a recognized leader in HVAC design and distribution. With 8 locations serving much of the Midwest, leaders point to superior customer service and knowledgeable HVAC professionals as the reason why all areas of the business continue to grow. Design Air also strives to be the wholesale distributor of choice for HVAC contractors and suppliers by offering reliable products, competitive pricing, product training, and timely deliveries.

THE CHALLENGE

Design Air had an ecommerce solution that was lacking in functionality and support. “And worst of all, the site was down frequently, sometimes for days at a time,” stated Andrew LeTourneau, IT Business Manager. “We were literally turning business away.” With poor web performance and incomplete product information, the Design Air inside sales and support teams were spending too much time resolving routine issues over the phone instead of consulting with customers.

THE SOLUTION

Design Air chose Second Phase because they wanted a partner that could deliver a modern functioning website with superior uptime and site performance. The other criteria used to make their selection included comprehensive product data, cost, and Prophet 21 integration. Design Air was introduced to Second Phase via their Blue Hawk buying group membership.

Second Phase FlexPro Silver Webstore which includes:

- Cloud LSI + PIM for powerful catalog search & filtering
- Secure, scalable, customized webstore available 24/7
- Enriched product SKUs through Trade Service
- Promotions module to support marketing efforts

THE RESULTS SINCE LAUNCH

- ↑ **6% increase in revenue from web (16% to 22%)**
- ↓ **30% decrease in inbound calls**
- ↑ **Online sales increased within 3 months**

INSIGHTS FROM DESIGN AIR

Successful ecommerce relies on quality product data and intelligent search functionality

→ **And none of that matters if the site is down**

Clean, well-categorized data and intelligent search are what give our customers 24/7 access to product documentation, pricing, and inventory. But it is equally as important that our webstore is fast, reliable and up 100% of the time.

Outstanding customer service relies on outstanding support from your eCommerce provider

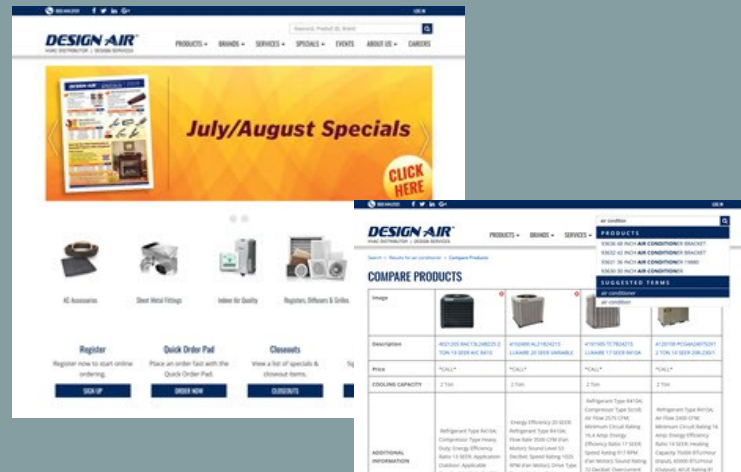
→ **And that support needs to be ongoing & responsive**

We serve our customers by constantly improving. Second Phase routinely rolls out end-customer enhancements as well as responds to our backend tool requirements so that we can meet the ongoing needs of our unique customer base.

People resist change

→ **Align internal teams with external strategies**

It is not easy to improve service or increase web-use among customers that are not tech savvy. Steady improvements are possible by offering customers web-only marketing promotions and aligning inside teams to help promote those efforts.



“The enhancements that Second Phase is constantly rolling out is a real benefit to our business.”

- Zach Ludtke, E-Commerce Product Specialist