During the fall of 2018, the National Association of Electrical Distributors (NAED) surveyed membership to gather data about how electrical distributors use technology.

The above percentages are median.

19% of distributors have implemented a mobile app within the past year.

On-line purchase suggestions were also examined. 19% of customers place orders on a distributor’s website in a typical month.

On the other hand, none of these activities you can perform virtually.

Social networking site usage includes Facebook, LinkedIn, Twitter, Instagram, and YouTube.

Distributor website functionalities and features include links to manufacturer websites, product displays, purchasing, social networking sites, warehouse & logistical technologies, distributor website functionalities and features, distributor use of the following strategic technologies, and status on emerging technologies.

Activities you can perform virtually include login capability, product catalog, search function, current stock levels, picture of products, technical drawings, technical specification sheets, login capability, available today, not available, but plan to implement, and not available.

Distributor use of the following strategic technologies includes links to business-to-business websites, product displays, purchasing, product catalog, current stock levels, online payment capability, customer journey, technical specification sheets, and login capability.

Warehouse & logistical technologies include links to business-to-business websites, product displays, purchasing, product catalog, and current stock levels.

Status on emerging technologies includes virtual assistants, Augmented Reality, Face Recognition, Robotics, and IoT.

Social networking site usage includes Facebook (85%), LinkedIn (68%), Twitter (67%), Instagram (36%), and YouTube (63%).

Wares & logistical technologies include links to business-to-business websites, product displays, purchasing, product catalog, current stock levels, online payment capability, customer journey, technical specification sheets, and login capability.

Distributor use of the following strategic technologies includes links to business-to-business websites, product displays, purchasing, product catalog, current stock levels, online payment capability, customer journey, technical specification sheets, and login capability.

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