

2016 NAED TECHNOLOGY BENCHMARKING SURVEY

Website functionality



Percentage of customers that access your company's website in a typical month.

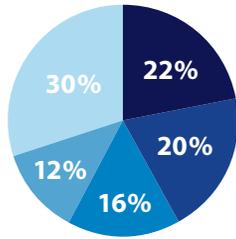


Percentage of customers placing orders on your website in a typical month.



Which type of customer is ordering from you online?*

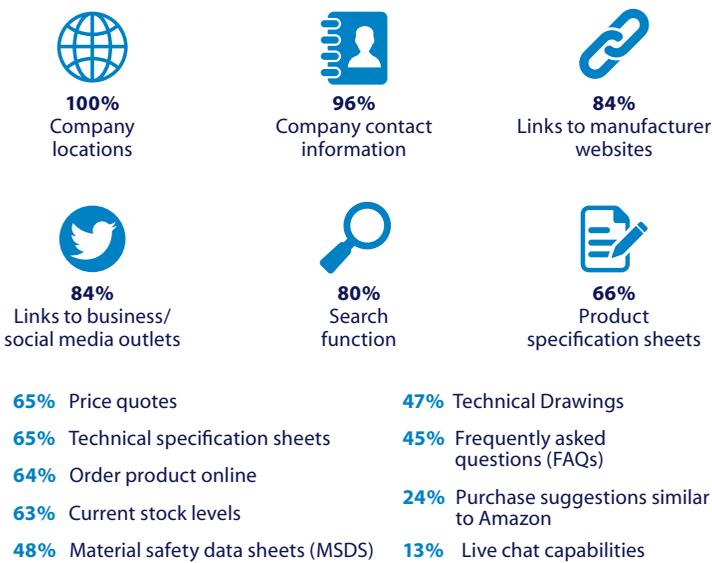
- Electrical Contractors – Commercial
- Industrial/Original Equipment Manufacturers (OEM)
- Maintenance, repair and operations (MRO)
- Electrical Contractors – Industrial
- Other



Top five products purchased online:



Which of the following does your company's website provide?*



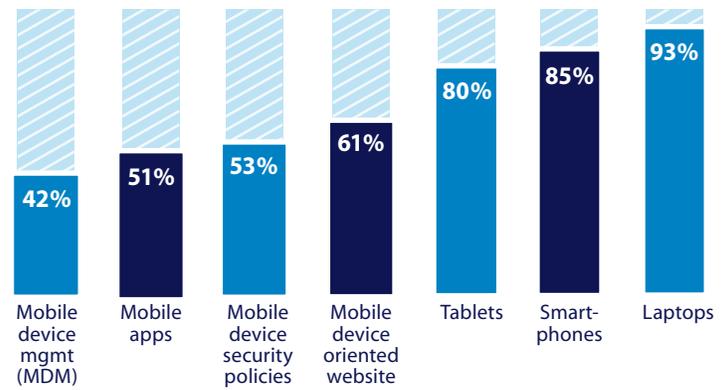
What types of activities can be performed on your company's website?*



The following functionalities are currently available.*



Which mobile technologies do distributors use today?*



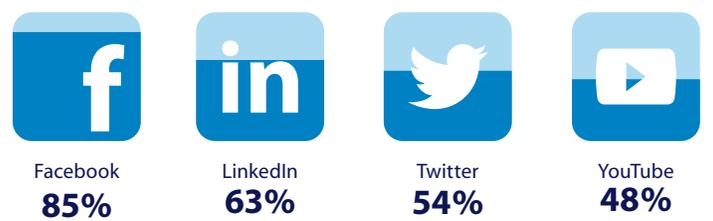
What apps does your company offer?*



Does your company supervise or regulate the license, distribution or management of approved apps to employees?



Which social networking sites does your company use?*



What is your company's primary source of pricing information?*



The following issues are most important to distributors.*



* Multiple responses allowed for all questions in this category, so percentages will not equal 100.