

# 2014 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



Percentage of your company's total sales that are entered online in a typical month



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



**98%**  
Company locations



**98%**  
Company contact information



**81%**  
Links to manufacturer websites



**73%**  
Search function



**66%**  
Product specification sheets



**61%**  
Online ordering

**59%** Links to business/social media outlets

**42%** Frequently asked questions (FAQs)

**59%** Technical specification sheets

**38%** Material Safety Data Sheets (MSDS)

**55%** Price quotes

**11%** Purchase suggestions similar to Amazon

**52%** Current stock levels

**10%** Live chat capabilities

**43%** Technical drawings

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



Review general information



Look at pictures of product



Check prices or request a quote



Review/pay invoices and statements



Find nearest branch with materials in stock



Research products or applications

## The following functionalities are currently available\*



**66%**  
Login capability



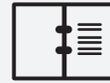
**57%**  
Search results provide customer specific pricing across the website



**52%**  
Customized online product catalog search results



**51%**  
Linked to business mgmt software/ERP for real time results



**51%**  
Personal product lists

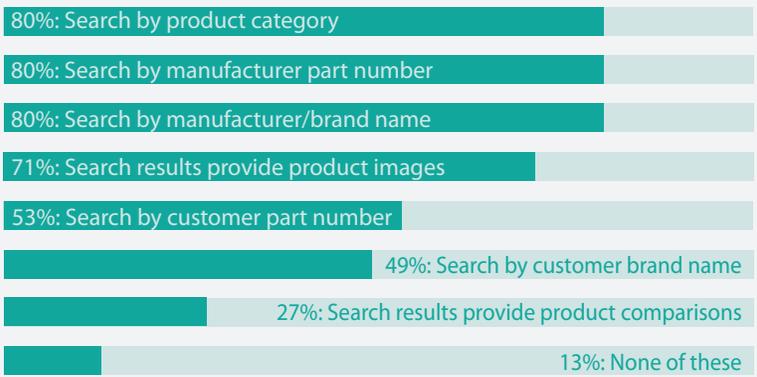


**36%**  
Sales tax & shipping cost estimates

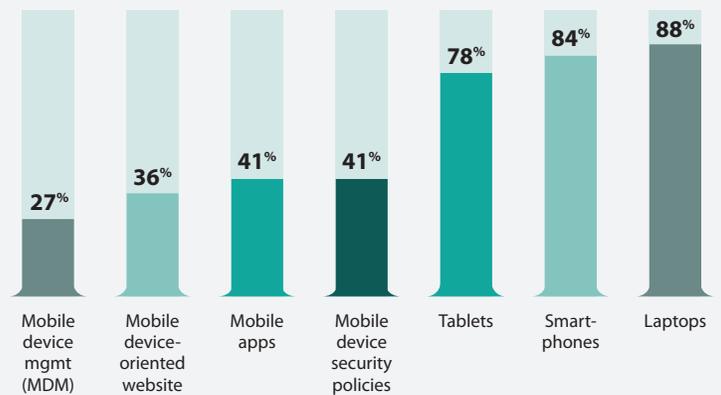


**31%**  
Online payment capability

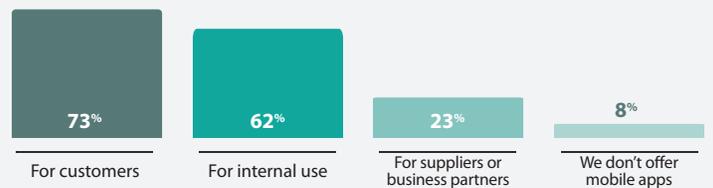
## The following search functionalities are currently available on the respondents' websites.\*



## Which mobile technologies do distributors use today?\*



## Percentages of companies with mobile apps\*



## 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.