2015 NAED TECHNOLOGY BENCHMARKING SURVEY

Website functionality
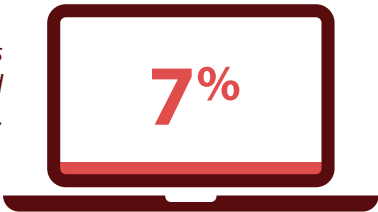
94%

Companies have a **WEBSITE**

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

20%

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

7%

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

7%

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

100% Company locations

96% Company contact information

85% Links to manufacturer websites

76% Search function

72% Links to business/ social media outlets

67% Online Ordering

64% Product specification sheets
61% Technical specification sheets
59% Price quotes
57% Current stock levels
45% Material safety data sheets (MSDS)

38% Technical Drawings
32% Frequently asked questions (FAQs)
14% Purchase suggestions similar to Amazon
9% Live chat capabilities

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

85% Review general information

75% Look at pictures of products

70% Check prices or request a quote

65% Find nearest branch with materials in stock

65% Review/pay invoices and statements

54% Research products or applications

Which social networking sites does your company use?*

Facebook **74%**

LinkedIn **54%**

Twitter **55%**

YouTube **52%**

The following functionalities are currently available.*

71% Login capability

63% Search results provide customer specific pricing across the website

62% Linked to business mgmt software/ERP for real time results

62% Personal product lists
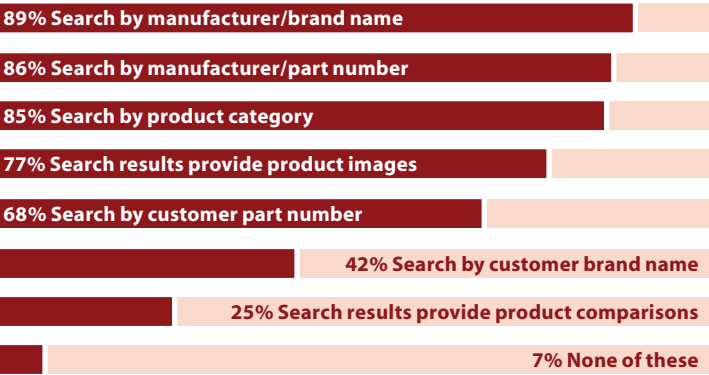
49% Customized online product catalog search results
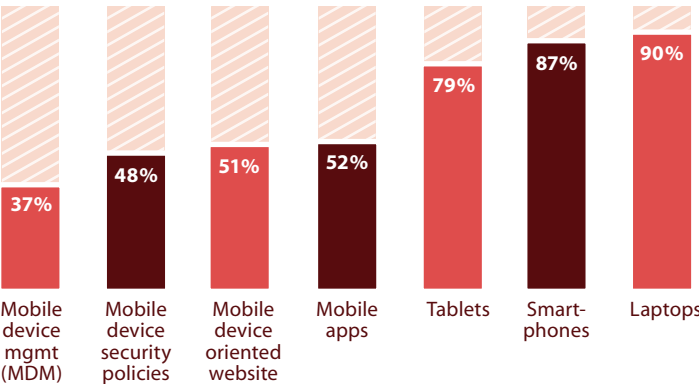
37% Online payment capability

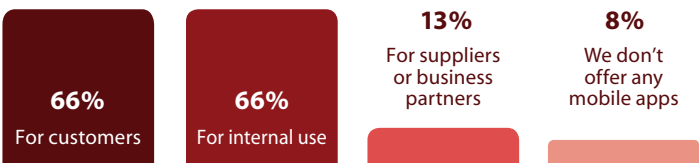**35%** Sales tax and shipping estimate

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

89% Search by manufacturer/brand name
86% Search by manufacturer/part number
85% Search by product category
77% Search results provide product images
68% Search by customer part number
42% Search by customer brand name
25% Search results provide product comparisons
7% None of these

Which mobile technologies do distributors use today?*

Mobile device mgmt (MDM)	Mobile device security policies	Mobile device oriented website	Mobile apps	Tablets	Smart-phones	Laptops
37%	48%	51%	52%	79%	87%	90%

What apps does your company offer?*

66% For customers

66% For internal use

13% For suppliers or business partners

8% We don't offer any mobile apps

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

39% Directly from the manufacturer

31% Industry Data Exchange Association (IDEA)

29% Trade service

The following issues are most important to distributors.*

96% Data in our business system is accurate and up to date

96% Data security across all locations and devices

92% A reliable source for product information

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

46% YES

54% NO

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

NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS