# 🕑 guidance

### 310 754 4000 guidance.com



#### CASE STUDY/

## C & H Distributors

#### chdist.com

#### SERVICES

ECOMMERCE | WEB DEVELOPMENT | INTEGRATION | HOSTING & MANAGED SERVICES STRATEGY

#### CHALLENGE

The commercial, industrial and institutional products supplier wanted to update their eCommerce site to enable their product, content, and order management teams to easily update and maintain their product catalogue and track orders placed on their site.

#### SOLUTION

Guidance delivered a custom EPiServer Commerce solution that offers numerous eBusiness enablement opportunities for day-to-day operations, through an aggregated view where C&H users can track and monitor different online activities, including, a real time summary of numbers of orders placed and products in stock.

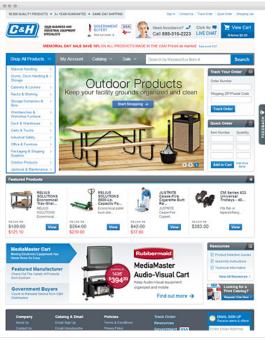
The site also features multiple promotion opportunities found in the mega-menu, on each category pages with "popular products", and the product detail page (PDP) through "You May Also Like" and "Customers Also Bought" product recommendations.

The PDP is additionally rich with merchandising opportunities through tabbed navigation for product information (specs, description, additional resources such as a selling guide and the corresponding print catalogue page), and product videos. The PDP features image zoom, stock and shipping status, and ratings and reviews, as well.

To ensure a positive user experience, each sub-category page includes drop-down filters to easily find one of the 50,000+ products found on the site. With the "compare products" feature, users can now review C&H products side by side, thus increasing sales.

The site also incorporates live chat, order tracking, one-click ordering via "Quick Order", and links to C&H's WordPress blog, YouTube channel and Facebook, and Twitter social profiles to encourage expansion of the Company's social networks.

Through "My Account", users are able to self-edit and update their profile at any time, view past orders, subscribe to the print catalogue and/or promotional emails, review their "Shopping List", and store alternate addresses (for shipping to multiple family members and friends).



Home Page



Interactive Print Catalogue

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#### **SOLUTION** (continued)

Guidance integrated EPiServer Commerce with Scene7 (image management), PowerReviews (reviews & ratings), Tealium (tag management), Certona (product recommendations), QAS (address validation), Cybersource (credit card processing), Exact Target (email marketing), Invodo (videos), PeopleSoft (ERP, OMS, inventory), SOLR (search), and many more.

#### INNOVATION

- Without the need for IT, non-technical users can easily create new product attributes. These attributes are searchable and are automatically displayed on their product detail page.
- Contract pricing can be viewed after login by government and distributor accounts.
- Users can review the pages of C&H's print catalogue online, click on product SKUs printed there, and arrive at that product's PDP.



Home Page

The	Storage Products	2
RIGHT	Cabinets & Lockers Supply, Windows, Mobile & En Cabinets, Lockers & Accessories	4-54
Way to Order	Debving & Racks Record Starsage, Steel, Whe & Controlion Resistant Shehing, Patlet & Cantillever Racks, the & Panel Racks	33-126
CALL To Flace an Order	Bin & Cantainer Storage Bin & B Bin Rucks, Tip Ud & Dividable Containers, Totes, Small-Parts Storage, Crawer Cablevits	107-201
1-800-558-9966 1-800-607-8520	Shop Equipment Sool Storage, Warkbencher, Mars, Storin, Shop Devis	202-300
6am - 8pm Central Time, Monday-Friday	Trucks & Carts	301
Custom Product Specialists 1-800-321-2598 7am - 5:30pm Central Time,	Trucks & Carls Utility Carts, Shell Trucks, Ranform Trucks, Stock Trucks, Hand Trucks, Dattles & Casters	202-292
Monday-Friday	Material Handling	324
FAX 1-800-336-1331	Handling Equipment Bulk Handling, Tilt Stucks & Happers, Patlet Brucks, UR Tables, Conveyors, Coines	215-400
ONLINE	Crum Handling Drums, Drum Lifts, Toxis & Accessories	401-205
	Dock Equipment , Outdoor Products, Facility Maintenance & Packaging	507
	Deck Equipment Fans, Ladden, Dockbounds, Ramps, Guards, Partitions & Buildings	508-572
	Cutdeor Products Parking Lot & Traffic, Security Partitions, Outdoor Sterage, Maintenance Supplies, Waster Recordacies, Outdoor Tables & Seating	574 575-699
	Facility Maintenance Mate, Janitarial & Howekeeping Supplies, Westam, Waite Containers	607 608-662
	Packaging Boars, Tape, Cashianing, Stretch Ithup & Strapping	683 684-726
	Office Products	727
Reserved people Certified Product Specialities New Yorkely people just like your	Caleteria fundare, Salies, Sealing, Files & Bookcases, Storage Cabinets	228-294
Payment Types:	Environmental & Safety Products	795
Charles	Environmental & Safety Products Split Consumment, Safety Calibrati, Personal Safety, Signupp, Cylinder Storage	296-828
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