



SUCCESS STORY MANUFACTURING

PVF DISTRIBUTOR MODERNIZES ONLINE CHANNEL TO DRIVE SALES PERFORMANCE

Apexon deploys Optimizely B2B commerce platform to enhance customer experience

Cooney Brothers' reputation for responsiveness and above-and-beyond service has made it a leader in PVF and plumbing distribution for over 85 years.

The 3rd generation, family-owned business offers more than 33,000 PVF parts online and backs its products up with unsurpassed product expertise to ensure customers get the right solution every time.

As Cooney Brothers grew over the years, its commerce platform had started to reach its limitations from a scalability, UX and SEO perspective. It had identified Optimizely Configured Commerce (formerly B2B Commerce Cloud) as its solution of choice to meet both its current and future needs. It turned to Apexon to help migrate to the new platform without disrupting its customers or its day-to-day business operations.



COONEY BROTHERS, INC.
PIPE VALVES FITTINGS



Family-owned and operated since 1937



Partnered with leading manufacturers



Serving customers in pharma, food and beverage, OEMs, industrial, power generation, hospitals and universities

THE RESULTS

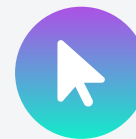
KEY OUTCOMES



81% ONLINE SALES GROWTH



52% INCREASE IN ONLINE ORDERS



84% INCREASE IN AVERAGE SITE VISITORS PER DAY

THE CHALLENGE

COMMERCE CAPABILITIES LAGGING MARKET DEMANDS

Cooney Brothers' existing B2B commerce platform had become increasingly unstable. Beyond the poor user experience (UX) for its customers, it had also made it more difficult for the company's IT team to keep up with the performance issues.

To overcome these challenges, it was clear the company needed to migrate to a new platform. But it could not risk disrupting its key revenue generator. Some of the most critical requirements included: disruption to the business, creating a growing technical and operational gap.



A modern customer UI and UX



Easier search functionality



Significantly enhanced SEO capabilities including customization capabilities



Business user friendly capabilities to minimize requirements of the IT team for support

The IT team had settled on Optimizely Configured Commerce. It was much better suited to support the company's growing line of product offerings and increasing demand for custom configuration. But it needed help migrating to the new platform. It was especially concerned about disruptions to its existing business as well as ensuring that it was deploying the Configured Commerce platform for long-term success.

THE SOLUTION

OPTIMIZEY CONFIGURED COMMERCE PLATFORM SUPPORTED BY APEXON

Apexon helped guide Cooney Brothers through the migration process, outlining a deployment plan to minimize business disruption, and launching the new capabilities to drive adoption and conversion.

Some of the specific functionality and capabilities deployed include:

A MODERN CUSTOMER EXPERIENCE WITH REAL-TIME INFORMATION



Integration with Active Directory – customization for URL segment (brand name and mfg. #), concatenation of attribute values for Units of Measure



Integration with Eclipse for Catalog and Customer Information providing real-time information for pricing, inventory, order and invoice history



Fed-Ex and UPS integration for real-time shipping rate calculation at the point of purchase environment and application

AWS IMMERSION DAYS



Filter options on order history page



Order history listing to expand each order and see line items



Account Inquiry page to include AR summary



Invoice details page to show customer delivery signature



Allowing logged-in customers to add/delete customer part # for a product; support for multiple part #s for a specific customer for a product



Hovering over a part name shows spare part highlighted on product image



Configured spare parts list on product – hovering over a part name highlights the spare part on the product image

SEARCH & SEO ENHANCEMENTS



Search-friendly URLs with customization, e.g., a single URL for every page including product



Ability to utilize stock items as well as frequently sold items to boost search results



Customized search functionality to include customer part #



Customized blogs page to show filters in left hand navigation

OUTCOMES

As a result of the new Optimizely solution deployed by Apexon, Cooney Brothers now has a stable, high-performing commerce platform that provides its customers with convenient and intuitive self-service capabilities.

This has produced several important outcomes for its business:



81% online sales growth and 52% increase in online orders



84% increase in average site visitors per day



90%+ new customers originating through online channel



Completely optimized organic search traffic driving increased conversion



Customizations for search results translating to stronger performance



Ability for business users to manage the platform with minimal IT support



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FEELING SOCIAL?

