

Design Air

HVAC distributor sees steady increase in online sales and revenue through Billtrust eCommerce webstore.



38% REVENUE SHARE INCREASE

From webstore

STEADY MONTH-OVER-MONTH INCREASE

In online sales

25% DECREASE

In inbound calls

THE CHALLENGE

In operation for 98 years, Design Air is a leader in HVAC design and distribution. With eight locations serving the Midwest, superior customer service and a highly knowledgeable team of HVAC professionals are the leading reasons why the business continues to grow. Design Air strives to be the wholesale distributor of choice for HVAC contractors and suppliers by offering reliable products, competitive pricing, product training and timely deliveries.

Design Air had an eCommerce webstore solution that lacked functionality and support. The site was down frequently, sometimes for days at a time. With poor web performance and incomplete product information, the Design Air inside sales and support teams were spending too much time resolving routine issues over the phone instead of consulting with customers.



THE SOLUTION

Design Air eventually chose Billtrust and their eCommerce solution because they wanted a partner that could deliver a modern functioning website with powerful catalog search and filtering functionality, webstore security and scalability, enriched product SKUs and superior uptime, and site performance. The other criteria used to make their selection included comprehensive product data, cost and Prophet 21 integration.

THE RESULTS

Now with clean, well-categorized data and intelligent search, Design Air can give their customers 24/7 access to product documentation, pricing and available inventory. Because of the improvement to their eCommerce webstore's functionality, they've seen a variety of positive results. They have experienced a 38% increase in revenue share from the webstore and a 25% decrease in inbound calls, freeing up time for their inside sales and support teams. Finally, within the first three months of the new webstore's launch, they witnessed a steady increase in online sales.

“The key to our successful webstore is clean, well-categorized product data, search functionality, and website stability.”

—— Jeremy Wiernasz,
Director of IT & Supply
Chain, Design Air

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