

“We needed a platform we could build on. Second Phase helped us create a site we are proud of with great benefits to our customers.

- Josh Thompson, Director of Marketing, Palmer-Donavin

OVERVIEW

Palmer-Donavin was founded in 1907 and is a wholesale distributor of residential building materials in the Midwest. They are an employee-owned company with 8 locations; one of them being their corporate office in Columbus, Ohio. Five of the locations provide warehousing for inventory of products provided by over 75 manufacturers and 3 of the locations fabricate entry doors. Palmer-Donavin services 14 states, has over 500 employees and is dedicated to creating life-long customers through innovation.



THE CHALLENGE

Palmer-Donavin’s mission is to focus on serving customers through innovation, performance and leadership and they have always felt they were ahead of the curve. Palmer-Donavin has had an online presence for the last 20 years, but knew the system they used had limitations.

“There were no internal processes in place to manage the online site and we were limited on customizations to the site,” stated Stephanie Kuntz, Marketing Specialist, “We needed a fresh start with a solution that gave us a platform to grow on and integrated with our ERP system.”

With Customer Experience being a priority due to other online retailer sites, specifically Amazon, and with a younger generation entering the industry, Palmer-Donavin needed to provide a similar experience.

THE SOLUTION

Palmer-Donavin needed to find an ecommerce platform that would support growth into the future and they wanted a receptive partner that would help make the transition easier for employees and customers.

Selection Criteria:

- Expert knowledge and deep integration with their ERP
- Strong Return On Investment
- Responsive customer and technical support

Second Phase was found to be a good match.

Second Phase Solution Details:

- FlexPro Webstore:
 - Cloud LSI + PIM
 - Remote Sales Management
 - Mobile Friendly

Palmer-Donavin spent months cleaning up their product data, they reviewed more than 60,000 SKUs, added refinements to products and they implemented internal processes for data integrity going forward. They conducted customer surveys, one-on-one conversations, and beta-testing to truly find what the customer was looking for in an online site.

THE RESULTS

- **↑ 65% increase in the number of logins YTD**
- **↑ 40% increase in the number of orders YTD**
- **↑ 83% increase in revenue coming from the site** since new webstore launch
- Palmer-Donavin’s site is now user friendly, provides accurate information and offers other value-adds such as chat, the ability to track their deliveries for that day and the option to toggle their pricing from Cost to Retail
- Customer requested improvements/enhancements are being implemented constantly
 - Coming soon:
 - Online Payment through Billtrust
 - The ability to produce a quote for the consumer
 - The ability to initiate a return
- Marketing abilities have grown due to the increase of requests for new site accounts.
- Outside Sales Representatives engagement has grown as has the excitement to show customers the new site.

“It is easy to work with Second Phase. They share best practices, understand our goals, and help us deliver a platform that allows our business and our customers business to grow.”

- Stephanie Kuntz, Marketing Specialist, Palmer-Donavin