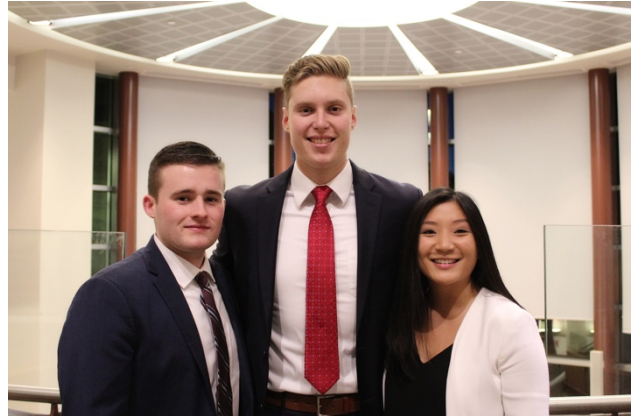


DEVELOPING A COMPREHENSIVE DIGITAL STRATEGY TO FACILITATE ECOMMERCE GROWTH

Leveraging industry expertise, user experience, and current sales channels to increase online sales for a multi-million-dollar distribution company

Client's Challenge

- B2B industry trends in the electronic parts supplier and distribution space were evolving from traditional sales channels to online ones
 - Less than 1% of our client's sales were coming from their ecommerce platform
- Addressing ecommerce shortcomings to determine an innovative strategy to improve digital presence while also growing online sales



Project team: Shane, Ben, Alex

IUCG's Solutions

- Performed primary research to determine industry best practices and benchmark client goals to relevant strategies
 - Surveyed ~1,000 customers to understand preferences and purchasing behavior
- Compiled top website capabilities and preferences, mapped the customer journey, and identified touchpoints where impact could be made
- Constructed a framework and potential website architecture that would emphasize competitive advantage, align with company culture, and increase purchasing through new channels
- Outlined initial investment for the project and developed an ROI analysis for website redesign

Business Impact

- Potential online revenue growth of approximately 10 percent
- Ability to streamline customer journey and optimize customer's purchasing experience
- Equipped with comprehensive strategy that maintains customer relationships and high levels of quality while adapting the traditional business model to incorporate increasing online sales

Client's Challenge

Our client, a national electronic components distributor, approached IUCG with a revenue challenge driven by a lagging e-commerce platform. They began engaging with IUCG to develop an innovative strategy to improve their digital presence, while simultaneously growing online sales. Falling behind in the e-commerce space, the majority of the client's revenues were being generated through traditional channels. Over the past decade, the industry shifted their operations to generate revenue through both traditional and digital streams. It was IUCG's goal to leverage a comprehensive digital strategy to help our client reach its highest revenue potential.

IUCG's Solution

IUCG leveraged internal and external capabilities to deliver our client a comprehensive digital strategy to make them a more competitive player in a changing, electronic components market. First, the project team gained primary data through surveys to determine customer preferences and gain insight into industry best practices regarding platform design. With around 1,000 responses, IUCG was able to aggregate the industry data and compile top capabilities and preferences of consumers to enhance the user purchasing experience. Aligning the primary data with extensive digital strategy research, the project team constructed a framework for

an online strategy that would not only emphasize the client's competitive advantage but increase their product distribution through new channels. Finally, IUCG developed a ROI analysis for the new comprehensive digital strategy. Relationships were created with various web-development firms in an effort to understand the scope, functionality, costs, and benefits associated with a new ecommerce platform. Both site architecture and user experience were defined to outline the initial investment for the project. With this, the associated organizational changes necessary for maintenance and expansion were mapped out and estimated.

IUCG Impact

Armed with a digital strategy to blend traditional and innovated business models, IUCG's client was able to streamline and augment their customer journey while optimizing their customers' shopping experience. While still maintaining customers relationships, offering high levels of quality, and mitigating the risk of channel cannibalization, IUCG helped adapt the traditional business model to incorporate increased online sales. The deliverable ultimately provided the client with the reassurance and knowledge to move forward with a multi-million-dollar investment and initiate the conversations with clients to make the transition to ecommerce sales.