

## PACE Supply's Award-Winning Website Delivers Best In Industry Customer Experience

PACE Supply is an employee-owned plumbing wholesale supply company, with locations throughout Northern California, Central Valley, and Hawaii, along with four decorative plumbing showrooms. Incorporated in 1994 as an employee owned and operated corporation, PACE Supply is a premier wholesale distributor of plumbing, hydronics, fire protection, water treatment, pumps, water wells, waste water, and waterworks products.

## Dedication to the ultimate B2B customer experience drives PACE Supply to reenvision their website

Armed with their own B2C shopping experiences, PACE Supply's leadership team wanted to revamp the user experience on their website, which had developed an "old school" feel over the years. With internal commitment to developing an Amazon-like customer experience which also catered to very specific B2B needs, PACE Supply worked with XCentium to help them engage their B2B customers in a sleek, modern but familiar interface. In order to deliver an outstanding user experience, PACE and XCentium engaged a focus group of customers to provide feedback on what worked and didn't work on the current website, as well as help design the user experience on the new PACESupply.com.

## Real time personalized B2B online ordering at customers' fingertips

Together, the teams worked to identify key strategies to make the B2B buying process resemble a B2C shopping experience. Even though B2B buyers have a much more complex buying process, the new workflow ultimately delivered a B2B digital solution that is both personalized and intuitive.

One of the ultimate customer service amenities the new PACE Supply website offers their customers is real time inventory availability at both a branch and network level with 100% API driven data. B2B buyers are now able to quickly ascertain whether they can order and pick up items at the branch nearest them or whether they should order it from the PACE network and have the items shipped to their job site. Additionally, buyers can see real time data such as pricing and order history on demand.

Another hallmark of the PACE Supply solution is the ability to personalize a B2B customer's experience. In addition to being able to personalize pricing and inventory in the customer catalogs, PACE offers customers the ability to have personalized part numbers, along with the ability to search inventory using the customer specific number. Forms are also available on a regional basis and tailored to customers particular in that area.



### CLIENT

PACE Supply

### WEBSITE

www.pacesupply.com

### INDUSTRY

Distribution

### SOLUTIONS

Insite Commerce, an Episerver company  
ElasticSearch  
Internal ERP system



**2020 ECommerce Site of the Year**  
- Affiliated Distributors



### CLIENT

PACE Supply

### WEBSITE

www.pacesupply.com

### INDUSTRY

Distribution

### SOLUTIONS

Insite Commerce, an Episerver company

ElasticSearch

Internal ERP system

Perhaps one of the most unsung heroes of this website is the dedication and focus on optimizing page speed. With data showing that a one second delay in load times effects customer satisfaction, conversion rates and page views, the PACE Supply leadership team wanted to ensure their customers have the fastest page speed possible, while delivering real time data seamlessly.

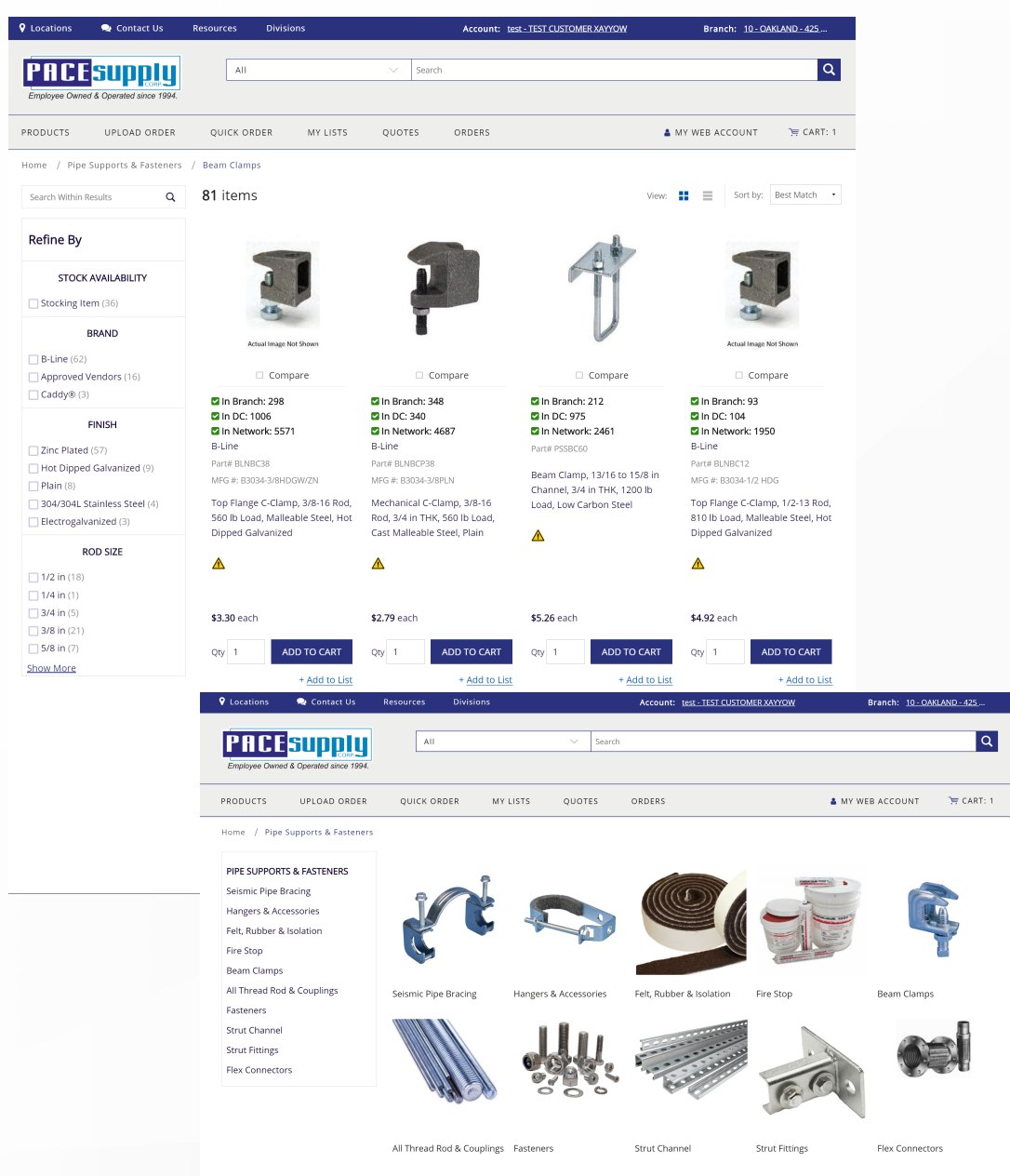
## Complex ordering system made easy with attention to the B2B user experience

With the relentless push to create the ultimate user experience for their customers, XCentium's Design and UX team spent time with PACE and their customers to understand how they interacted with the PACE website and where improvements could be made. With decades of B2B user experience expertise, our XCentium team created wireframes showcasing how the new user flow would enhance customer's enjoyment of the new website. Collaboratively, the teams worked in real time to define and refine the UX/UI plan before implementation began.

The key customer experience highlight of the PACE website is that it enables busy B2B buyers to sign in, place orders or look up information quickly, and get back to their other job duties. Capabilities like quick order, re-ordering, customer catalog, pricing, inventory, request for quote, invoicing and reporting are strategically designed to be intuitive and easy to use.

PACE Supply customers are also now enjoying the ability to upload orders via an excel spreadsheet. Usually B2B buyers order each different part individually or parse reorder lists, but now they are enjoying the time saving benefits this feature offers. An additional time saving feature is recommended product replacements, which notifies buyers when a product is long longer available with suggested replacement options, saving them the hassle of having to search for new items.

One of the most unique features of this new website is the ability for customers to request non-stock items. This form sends a message to the PACE Supply CSR, giving them the time and ability to research items the customer is looking for and respond to them with options. With all these features and more, the possibilities are endless for PACE's B2B customers.



"We started our ecommerce replatforming effort 3 years ago, with our main goal to enhance customer experience. With that focus, we ensured we were getting accurate data by implementing a PIM before working with XCentium to help us replatform with Insite Commerce. We then spent 6 months testing the product with customers to ensure satisfaction. Even though we just launched, we have already seen a dramatic uptick in online customer engagement. We are incredibly excited for the future and how our ecommerce solution will help us serve our customers."

- Anthony Marlow, Director of ECommerce, PACE Supply





## CLIENT

PACE Supply

## WEBSITE

www.pacesupply.com

## INDUSTRY

Distribution

## SOLUTIONS

Insite Commerce, an Episerver company

ElasticSearch

Internal ERP system

## Attracting new customers while realizing internal efficiencies

The dilemma for many B2B companies is how much information to show on their public facing site in order to attract customers. The PACE Supply marketing team now has the ability to showcase products from their customer catalog, without showing pricing. This assures B2B customers that PACE is capable of fulfilling their orders, while keeping pricing private for members only.

In addition to numerous internal efficiencies PACE Supply realized with their new website, one of their favorites is the custom Account Sign-up workflow. As with many B2B businesses, not every customer is the right customer, for one reason or another. This custom set up allows potential new customers to sign up for an account whenever it is most convenient for them. The PACE CSR team then receives the request and can properly ascertain whether the potential new customer will best be served by PACE.

## The new PACE Supply site is received with applause by customers and industry experts

The PACE Supply website has been heralded by customers as the best B2B website in the Plumbing/HVAC industry, as evidenced by a dramatic uptick in online customer engagement within weeks of the site launch. Additionally, PACE's new website took top honors among independent distributors at the 2020 Affiliated Distributors Ecommerce Summit, winning AD's Ecommerce Site of the Year award. Internally, the PACE team is excited to see their multi-year digital transformation project come to fruition and be widely acclaimed.

Architecting and implementing PACE Supply's new solution to deliver the best in industry B2B customer experience was truly gratifying. We started with a consumer-focused approach, designing UI and UX around the main needs and wants of PACE's customer base. From there, PACE Supply and XCentium identified the processes that has made PACE so successful offline, and translated them into invaluable self-services for their customers to create a comprehensive B2B experience online that will drive customer loyalty for years to come.

- Dylan Barter, Architect, XCentium

