

POOLE LIGHTING IMPROVES SALES, EFFICIENCY AND SERVICE WITH THE TRUECOMMERCE MULTI-SITE B2B ECOMMERCE PLATFORM



Although Poole Trading was already seeing the benefits of offering its customers the ability to order online via a B2B eCommerce site, the continued diversification of its brands led to the need for individual eCommerce sites that better catered for the brands individual requirements. Since upgrading to TrueCommerce's multi-site B2B eCommerce platform, Poole Lighting has increased online sales, streamlined its internal processes and improved customer service.

Background and Challenges

For over 30 years, Poole Lighting has been a trusted designer, manufacturer and supplier of lighting products, for leading UK and European retailers, wholesalers and specifiers.

The company operates a number of individual trading companies targeting different market sectors, unified by a common philosophy of rapid speed to market, dependable product quality and total customer care.

Although Poole Lighting had been utilising B2B eCommerce through the TrueCommerce platform for many years, the continued diversification of its brands led to a rethink in terms of the company's eCommerce strategy.

Each of the company's trading brands have a unique set of eCommerce requirements due to the nature of the market in which they operate in and the products they sell. The retail focused brands, Endon and Interiors 1990, needed an eCommerce site where there was a strong focus on imagery, whereas the Saxby brand is tailored to wholesalers and as a result, speed and simplicity are key drivers of the site. Despite seeing considerable benefits since embarking on B2B eCommerce with TrueCommerce, it became clear to Poole Lighting that separate eCommerce sites which could accommodate its brands' unique requirements were required.

The Solution

After realising the business would benefit from a more segmented online strategy, Poole Lighting chose to upgrade to the TrueCommerce multi-site B2B eCommerce platform.

Simon Wood, IT Manager at Poole Lighting who managed the upgrade, said "It made sense for the business to separate the brands and fortunately, the turnaround for the new feature was quick. The TrueCommerce team were efficient and communicative throughout the process."

Benefits

"The multi-site solution has allowed us to diversify our brands. Without the ability to create unique sites for each brand we would have been restricted in the direction that the brands could go in. Each of the divisions are different and because of this, it is important to accommodate their requirements. With the TrueCommerce B2B eCommerce platform we've been able to cater for the different type of customer that each brand targets, within the sites themselves. It is important for example, that the Saxby site makes ordering quick and easy for our trade clients. They can now upload orders via a CSV or make use of order pads to quickly order popular repeat items. We can also provide more detailed information on the products – including datasheets, instruction manuals and photometric data."

BENEFITS

- ▶ Multi-site eCommerce offering
- ▶ Omnichannel online capability through self-service
- ▶ Uplift in online sales
- ▶ Streamlined internal processes

Benefits

Following its move to the upgraded TrueCommerce platform, Poole Lighting has benefitted from increased online sales, streamlined internal processes and the ability to offer a better service to its clients. One key feature highlighted by Simon that has increased the speed and ease of ordering for its customers, is the ability to use customer aliases. "We've found that some customer systems do not cater for multiple product codes and they have experienced issues translating their product codes to ours. But thankfully, with the customer aliases functionality we can carry out the mapping aspect on our sites which means that customers only need to set up the aliases once on our trade sites and not rely on any other mapping tool, making it quicker and easier for them to place orders."

The change in approach to eCommerce and the upgrade to the multi-site solution, has moved Poole Lighting's eCommerce capability beyond a simple online ordering platform to a fully functional B2B eCommerce solution.

"We have always received positive feedback on our websites ability to take orders, but we are now seeing the sites offer process improvements as well, rather than acting purely as a transaction engine" said Simon. "We have certain customers who order from us centrally for multiple locations and with the Group Account Ordering functionality we can manage individual requirements through a single order. This allows us to improve our customer service and offer a more tailored experience to our clients."

Poole Lighting has also seen substantial processing efficiencies through self-service tools where customers can access more of the information they need online, without having to wait to speak to a customer service representative or member of the sales team.

"Our sales team are very busy and the TrueCommerce platform lets us do more of our business online. We can now display accurate stock availability online and offer a tracking module which lets customers see where their order is and manage expectations within their business. Ultimately, these digital enhancements not only help our customers but they help our business too. Previously, obtaining this information would have required a call to a member of our team but now these requirements can be handled online, which allows us to refocus our time into other areas of the business. We are now processing two thirds of our total transactions through the website." said Simon.



"Orders from online retailers increased over the year and our ability to continue trading digitally helped our business during a tough climate."

– **Simon Wood**
IT Manager
Poole Lighting

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. Thousands of companies across various industries rely on us.

TrueCommerce: Do business in every direction



Call us today on 0345 643 6600 or email infouk@truecommerce.com

TrueCommerce™ | Do business in every direction

©Copyright 2021 True Commerce, Inc. All rights reserved. Reproduction in whole or in part without permission is prohibited, and information contained herein is subject to change without notice. TrueCommerce® is registered trademark of True Commerce, Inc. All other trademarks are property of their respective owners.