Building Best-in-class eCommerce
HD Supply is in the process of rethinking its entire digital strategy. Certain pain points meant the multi-billion dollar company wasn’t innovating at a fast enough rate.

Brooke, Senior Product Manager, eCommerce at HD Supply, is instrumental in the transformation to get processes up to speed. Owning everything from the homepage to category pages to detail pages, Brooke was challenged with upgrading the site experience.

**Customer Behavior Determines Strategy**

Brooke started by looking at the channels available and how customers interact with them. From customer behavior, Brooke realized buyers want to be able to make a purchase quickly and reliably: “They want to be able to find the right products fast, be sure they’re picking the right products, order them and get back to their day. It’s all about making that Add to Cart really easy.”

A smooth buying experience was core to the strategy moving forward.

**B2B is the New B2C**

Brooke is adamant that the B2B digital experience should be on par, if not better, than B2C. “You don’t get a break in B2B just because you’re serving a business customer,” she explains, “The expectations of how a website should work are already set.”

Knowing the customer and building features that serve them - whoever they are - is the essence of any company. Brooke set out with the aim of becoming “B2C+”, which in her words means “delivering the experience people are used to and expect, plus all of the features a business customer needs to run their company and accommodate their specific use cases.”

**Site Search as a Starting Point**

As Brooke started to dig into the details, she discovered some clear experience issues. “Our search was typeahead only, important filters were hidden in a tabbed approach or dotted around the page, and our category navigation was basically unusable.”

“Site search was, and continues to be, a huge project for us,” discloses Brooke, “like many websites today, the vast majority of people find products on our site through search. Navigation is used less than 10% of the time for us.”

The illogical user experience when it came to site search, paired with its revenue-generating potential, meant site search became indispensable to the digital project.
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- Brooke Logan
  Senior Product Manager, eCommerce
  HD Supply

Understanding that HD Supply customers want to complete purchases fast, "We revamped our site search experience with the ability to Add to Cart directly from the search bar," details Brooke. "We still provide customers with typeahead," she adds, "but we also offer them 3 product suggestions. They now see the product image, part number, price and the Add to Cart button directly in the search bar."

A lean team meant Brooke needed technology to reduce some of the workload. "We rely on the Bloomreach algorithm to really drive the majority of our search results and navigation and filter placements," she explains.

Additionally the Insights dashboard (part of brSM) allows the team to identify problem areas fast. "If someone reports an issue, we can use Insights to gain more data to understand it better," Brooke recounts, "Just last week, we had someone complain about a query for BR30 (a kind of lightbulb). By going into the dashboard and using brSM, we can quickly identify queries and change navigation experiences. In this case, we set up a synonym that took 30 seconds and fixed the problem. That's a big win."

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Providing a broad range of products and value-add services to approximately 500,000 customers, HD Supply is one of the largest industrial distributors in North America. Through around 275 branches and 44 distribution centers in the U.S. and Canada, the distributor supports the maintenance, repair and operations for residential and non-residential construction sectors.

Through Bloomreach we can change facets on the fly, whenever we choose.

- Brooke Logan

The eCommerce team can also make other site changes quickly. "We ensured filters and facets were easily accessible and business-controlled," shares Brooke, "and through Bloomreach we can change facets on the fly, whenever we choose."

brSM also unlocked the possibility for personalization. "Segmentation and personalization in search can be really powerful," declares Brooke, "especially when you consider all the geographical restrictions and differences that inherently exist between our geographical segments and customers. For instance, we know people in Georgia have different water restrictions from New York. We should handle that with our search and we can use A/B testing to put a value to those changes."

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- Brooke Logan

Best in Class eCommerce

With these changes in search, HD Supply experienced a 16% increase in revenue from search, "which was really just the algorithm and some search and merch work," acknowledges Brooke. "Very notably for me," she continues "our Add to Cart rate from list and product detail pages increased by 4%. That's huge because it's a big indication that people are successfully finding the products they want to purchase."

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Brooke continues to push the boundaries of traditional B2B eCommerce by further leveraging site search and initiating other digital projects. "We want to create an experience that's best in class," she announces "and by best-in-class I don't mean a design and experiences that best in class in B2B. I mean a design and experience that's absolutely the best in eCommerce."
Bloomreach Search and Merchandising (brSM) offers a set of algorithms and advanced merchandising tools so that commerce businesses, like HD Supply, can fully optimize each visitor's search, browse and landing page experiences.

Learn more at Bloomreach.com

- **+15% team efficiency**
  Save time and costs by up to 15% with increased team efficiency. brSM offers self-learning site search and superior infrastructure for uptime, speed and feed processing.

- **+5% increase in revenue per visitor**
  Increase revenue per visitor (RPV) by up to 5% across all devices. Proven best-in-class algorithms improve customer experience, shorten the customer journey, and lift conversion.

- **+10% search and browse revenue**
  Boost search and browse revenue by up to 10% in your first year with improved team efficacy. brSM helps merchandisers diagnose problems, find solutions, and prove the impact of their decisions.

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