



# National Oak Distributors

National Oak Distributors, Inc. is the country's premier Automotive Paint, Body and Equipment (PBE) warehouse distributor. In addition to having the largest distribution footprint in the industry and reaching over 95% of the population with next day delivery, National Oak customers are served by the largest, most knowledgeable network of sales and customer service associates in the industry. Additionally, National Oak's customers enjoy the highest fill rates, stocking over 30,000 products in it's 17 warehouses.

The company corporate office is in West Palm Beach, Florida. While the executive team and much of the back office support is managed in West Palm, the face of the organization remains "in the field". Over sixty sales and customer service representatives work directly with customers to make sure National Oak is doing everything possible to support their business success. In our 17 warehouses, almost 300 operations personnel work to ensure inventory is clean, orders are filled same day, and deliveries are coordinated to exceed customer expectations

## Objectives

Rave Digital was approached to transform National Oaks online customer journey for their worldwide customers. This included a complete re-design of their global website, including the development of a custom decision cart module designed to provide a completely customized checkout process, allowing customers to select products that will be shipped from their nearest warehouse location, as well as the ability to select multiple warehouses for order fulfillment when the closest has limited inventory levels. Additionally, Rave was tasked with developing and deploying an intricate SEO strategy fosued on driving qualified traffic to the improved site.

- Migration from classic ASP legacy system to Magento Commerce
- Reduce offline ordering (Fax, phone, email etc)
- Reduce Customer support calls by providing transaction history, order status, etc.
- Create easy ordering capability for vendors using CSV upload or adding multiple SKUs at once in the cart
- Create a save cart feature allowing users to have multiple carts simultaneously
- Develop a custom decision cart allowing customers to select delivery methods and warehouse location(s)
- Integrate with ERP to fetch live customer pricing and inventory
- Develop a flyer module to download product information and create promotion flyer(s)
- Forecasting for inventory replenishment

INCREASED ORGANIC  
TRAFFIC BY

105%

INCREASED OVERALL  
REVENUE BY

8.8%

INCREASED  
AOV BY

48%



"Within a year, the new platform boosted growth by 15%. Rave Digital's relevant experience, transparent communication, consistent delivery, and reasonable price point continue to impress."

# Solution

National Oak was built on Magento 2 Enterprise utilizing B2B features in conjunction with heavy customizations to meet the needs of National Oak's specific business requirements. Multi-Website configuration. 4 Websites are running on the same Magento instance. The team integrated National Oak's ERP system with the Magento website to sync products, orders, and customer details. The Rave team developed a decision cart module providing a completely customized checkout process, allowing customers to select products that will be shipped from their nearest warehouse location. The customized cart module also offers customers the option to select multiple warehouses for order fulfillment when their closest has limited inventory levels. With the new decision cart module, customers can select their preferred shipping provider, backorder items, adjust quantities per warehouse and much more!

- API calls utilized to display real-time stock and customer-specific pricing
- Realtime order submission to ERP system
- Magento APIs utilized allowing for taking orders in real-time on their mobile app
- Developed a custom module used to populate product flyers within Magento
- Custom search sorts results by last purchase date, Good-Better-Best, and search terms
- Save cart function, with the ability to save multiple carts within 1 account
- Customized GTM implementation to record CTA's events and reporting
- ZenDesk integration for customer support
- Inventory replenishment
- Warehouse Management
- Request Pricing
- B2B User Management
- B2B - User management
- Dynamic Related/upsell/cross-sell products
- Scheduled Import/Export of product data
- Catalog Management
- Banner and Manufacture management

## Going Beyond Platform Development

Rave Digital approaches development, design, strategy, and digital marketing holistically, devising tailored solutions for our clients ongoing business success. Rather than viewing digital efforts in silo, we approach digital collectively with big picture growth goals supported by cross-channel campaigns. Our sharp focus on data analysis is the driving force behind our creativity strategies designed to suit your unique business requirements.

We made significant SEO improvements to the site leading to a substantial increase in search engine rankings, organic traffic, and user conversions. Our use of marketing automation tools in conjunction with defined strategies increased both average order value and customer life time value. Additionally, marketing automation strategies increased customer retention via customer targeting based on consumable products in need of replenishment after predetermined amount(s) of time, abandoned cart follow ups, and demographic targeting. Integration with marketplaces (eBay and Amazon,) allowed NOD to reach greater numbers of customers, and leverage the custom multi-channel selling module created by the development team.