



Absolunet.

How SPI Health & Safety Built the Foundation for their Future

From strategy to customer input to change management for platform and PIM, here is how SPI is leading the way in their industry.





The People You Call for Health and Safety

The company: SPI Health and Safety is a Health and Safety leader with a 360 degree offer that includes products, trainings and services. Their 20+ locations are across Canada.

The need: A robust eCommerce platform to support sales growth and great customer experiences for B2B.



Problems SPI Needed to Solve:

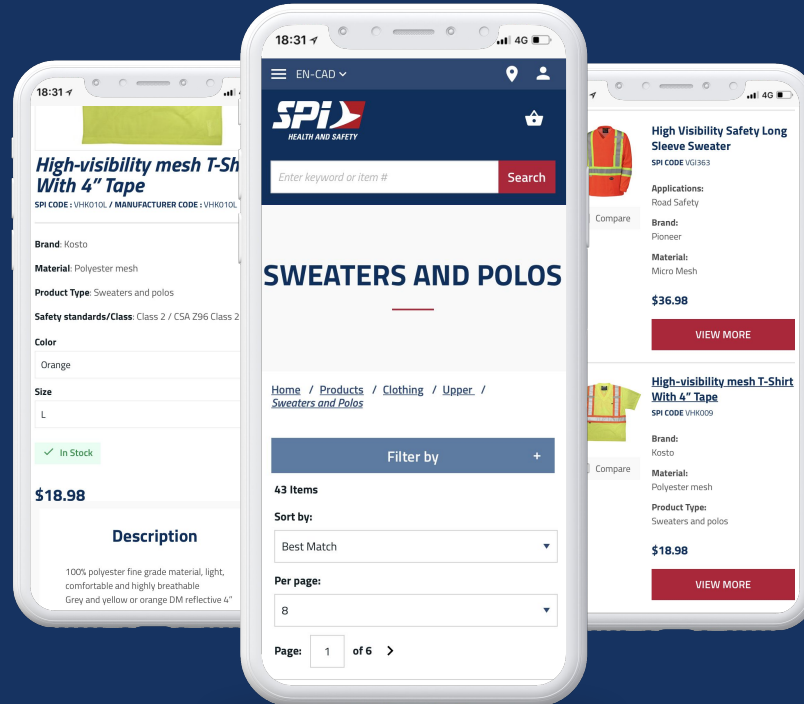
- An old and precarious platform, with lots of limitations. They were struggling to **build new features** without breaking everything.
- Their old website had different product pages for every size and color.
- It was tricky to **manage different warehouses** and see the correct prices per customer
- **No navigation menu** for products.
- An under **performing search bar**.
- Limits for growing into **other markets** via eCommerce.

What Absolunet Delivered:

In 10 months: migration to
Episerver B2B Commerce
Cloud by Insite and
implementation of inRiver's
PIM. SPI was previously on
Catalog Builder + Joomla

Better structured data for
configurable products
through PIM

New B2B functionalities:
quick order, order
approval, access multiple
BillTo Customers with one
User Account



Essential functionalities
like custom Big Menu,
functional search bar for
products and content, and
filters in product listing pages

UX improvements: simplified
navigation, checkout process,
and a responsive website

**Feature for buying training
sessions** online and to view
blog articles

The Path to Better Product Information

SPI was previously on Catalog Builder and Joomla Content Management System but the leadership was looking for streamlined ways to improve their data structure and enrich their product content.

They chose **inRiver's Product Information Management (PIM)** solution to facilitate that change in mentality and capability.

The goal:

- Better structured data for configurable products
- A streamlined workflow
- Improve SEO

People and process: SPI conducted training for employees on how to enrich product information through the PIM. Their internal PIM champion identified all the fields needed for each product type and fostered collaboration to create the data model. Other colleagues were then brought on to assist the PIM champion.

Results:

- SPI now has 1 configurable product with multiple sizes and colors instead of 1 product per size (unnecessary multiplication)
- SPI now has the tool to structure their product information
- They now review and standardize attributes across different product types, thereby improving the customer experience.

The Results:

The results are still evolving, as the launch took place on November 27, 2019. But we can already see that the offer is more complete on the new platform, transactions are easier and a lot of customer complaints on the old platform were solved.

Here are the preliminary results, YoY:



+30 points

on customer NPS score, YTD

+ 53%

conversion rate

+180%

Increase in user adoption
(active Web accounts)

+ 60%

Amount of sessions using the internal search tool



Will I lose my job?!

- Printed catalogs did not replace visits.
- Faxes didn't replace receptionists (or lawyers)
- Phones did not replace meetings.
- Emails did not replace personality.
- Amazon did not replace customized service.

SPI is a human business.

- Interactions evolve, value remains.

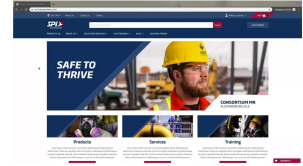
"56% of B2B buyers expect to make half or more of their work purchases online in 3 years"

- Forrester, 2016

Keys to Success.

1. Buy-in
2. Mastery
3. Client onboarding
4. Managing expectations / communications
5. Incremental improvements
6. Shared vision + understanding

Demo. (ENG)



Change Management

A big part of SPI's success was their insistence on change management. They worked with Absolunet to create **videos**, conduct a **workshop** at their annual sales conference and create **recordings** of that workshop in French and English to thoroughly onboard their sales teams and customers to their new website.

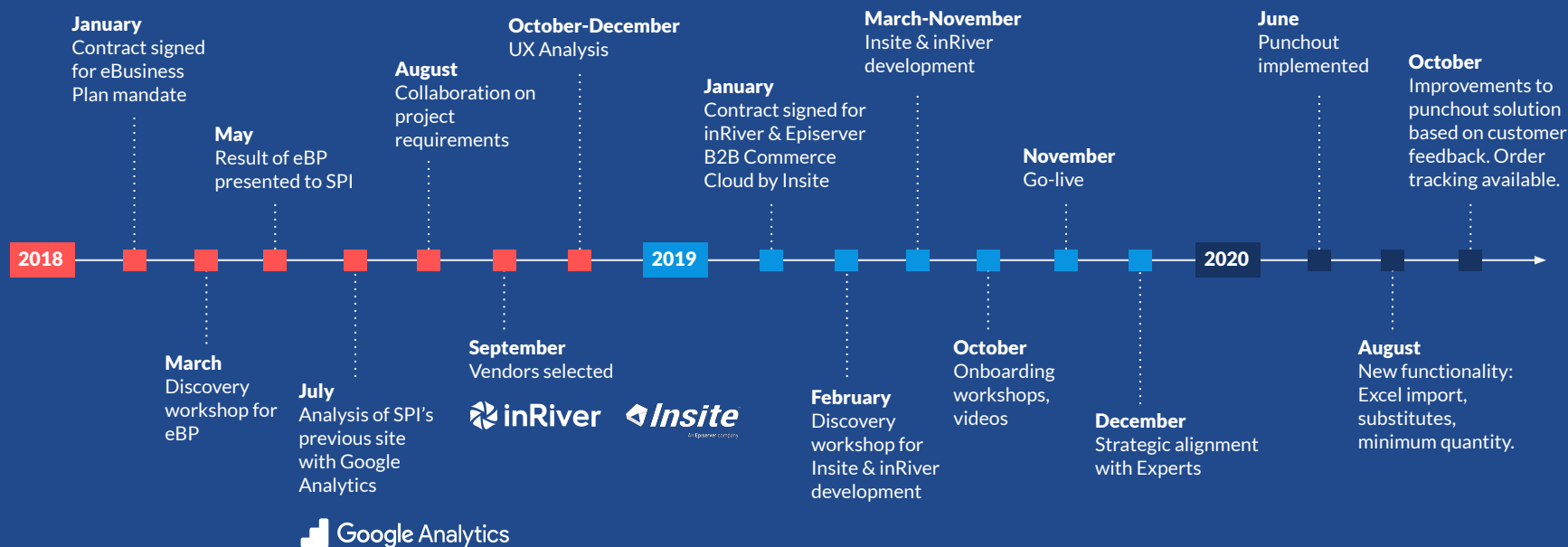


Adaptability

When the pandemic struck, shutting down businesses and causing widespread uncertainty, SPI was ready. Their backend was in order and they quickly created a high level dashboard to monitor all aspects of their business and react accordingly. SPI's switch to digital has impacted the entirety of their business.

SPI and Absolunet's Collaboration

SPI was first motivated to take on these massive changes to improve their customer experience, as measured by their NPS score. From defining project requirements to vendor selection to maintaining regular strategic touchpoints after the go-live, Absolunet and SPI have walked through this digital transformation hand-in-hand.



SPI's Technology Ecosystem

Here are the tools SPI Health and Safety is leveraging to enhance their operations and customer experience:





Key Takeaways

- Get your customers' input!

“During the entire process, we measured the Net Promoter Score to really understand the issues our customers were facing and what they needed” - Isabelle Delphine, Marketing and E-Commerce Director

SPI's NPS increased 32 points since launching their new platform!

- Think about and plan for change management from start to finish. It makes adoption smoother and faster.
- 3 major elements need to be addressed day-in and day-out:
1. Product information 2. Website speed 3. The overall experience and ease-of-use.
- Train and incentivize. For example, incentivize sales reps' use of the eCommerce platform and train your people to enrich product information through the PIM.
- Episerver B2B Commerce Cloud by Insite allows you to efficiently manage pricing agreements with various customers.



“ We built our foundation. With the right digital strategy team in place, we were ready to build for the future. ”

Isabelle Delphine, Marketing and E-Commerce Director at SPI

Let's talk.

Where do you go from here?

To understand how SPI is leveraging Episerver's B2B Commerce Cloud and inRiver's Product Information Management solution to build for their future, you'll need to understand how they used Absolunet's end-to-end eCommerce expertise.

Our Episerver and inRiver mastery and digital growth framework supports our clients' connections with their customers and boosts interactions and sales. We'll build your digital growth framework so that you can focus on your business, your customers and who you are as a brand.

You can do it. We can help.



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