Website:	**Industry:**	**Model:**	**Platform:**
www.seci.com	Safety Products	B2B	Magento Commerce
USA / North America			

Expanding commerce for Safety & Protective Goods using Magento B2B

The 30-year old company successfully enhanced the customer experience and expanded their e-commerce footprint realizing a 20% hike in their revenue.

Meeting the needs of the time

Safety Environmental Control, Inc., popularly known as SECI, has been a reliable source of environmental safety and personal protective equipment for more than three decades. Largely trusted for its unbeatable prices, SECI has earned an invincible space amidst contractors, government agencies, and supply houses across the USA and Canada. With an intensive portfolio, they certainly have all the leading brands under their badge.

While they had been using Volusion for quite some time, they felt the need to enhance their customers' experience and expand the breadth of their e-commerce capabilities. And, to attain the same, they needed to rebuild their entire store from scratch. As SECI already had a web presence and was bestowed with an exceptional customer base of B2B clients, it wasn't difficult for the team to understand their challenges.

Acknowledging the fact that their vision was to expand the e-commerce capabilities and enhance the customer experience, the team knew where to keep its primary focus while building the strategy.

Building a base to attain new benchmarks

After closely learning the entire e-commerce presence, the Krish Technolabs team started making a list of challenges around which to build a productive solution. Some of the primary challenges included a vast list of products and brands requiring a better interface, inability to handle the growing traffic, e-commerce growth while building a better user experience, and streamlining the buying journey.

Having said this, some of the key features included building a modern and merchandise-friendly design with an all new look and feature list as a priority. As one example, with the refreshed design, customers could shop by brand without the need to navigate to multiple levels as needed by the previous site.

Besides this, the technocrats also integrated ShipperHQ to support complex warehousing and shipping rates. The Magento-based B2B module was also adorned with a warehouse locator to further enhance the experience. Magento experts at Krish Technolabs left no stone unturned to scrutinize and filter their integrations to reach the desired goals.

Rising high with newly design commerce

With a refreshed look and new Magento B2B store, the brand started noticing results soon after the launch. Adding to its reputation, SECI noticed an increase of 43% in its mobile traffic. While this narrates that the advancements made in interface and experience worked pretty well, they also noticed a hike of 20% in their revenue and an 18% increase in their average order value. With its new presence, SECI wasn't just relishing in more qualified traffic, they were also seeing an increase in sales. Further adding to the overall experience, now average load time was reduced to just 2.6 seconds.

Client Speaks

"With powerful Magento Commerce platform and Krish as our strategic Digital Commerce partners, we were able to successfully achieve our goal of not only expanding our commerce but also deliver enhanced digital experiences to our clients"

Sara Butler
Director of Marketing & e-Commerce Sales

Success stats

20%
INCREASE IN
REVENUE

+45%
MOBILE
TRAFFIC

2.6 Sec
AVERAGE
LOAD TIME

18%
INCREASE IN
AVG. ORDER VALUE