



# Demesne Electrical

## Client Success Story

### How Demesne Electrical Benefits From the Experlogix Digital Commerce B2B eCommerce Platform

Digital proves a perfect match for leading electrical wholesaler.

#### B2B eCommerce at Scale

Demesne Electrical, a leading independent distributor of industrial electrical components and energy saving lighting, broke new ground with its move into integrated B2B eCommerce with Experlogix Digital Commerce WebShop.

- **24/7/365 order capability:** Ireland and UK customer base have instant access to catalogue, accounts and history.
- **Catalogue management:** Out-of-date catalogues became a thing of the past.

#### Demesne Electrical Company Profile

Demesne Electrical is the leading Irish-owned independent distributor of industrial electrical components and energy saving lighting.

Demesne has operated in Ireland since 1977 and expanded into the UK in 2013, servicing that market from its base in Luton.

From its Dublin headquarters Demesne Electrical offers an extensive product range, matched with exceptional in-house industry expertise.

#### SOLUTION

Experlogix Digital Commerce WebShop

#### BENEFITS

- **21 days:** Possible deployment time, up to 10 times quicker than bespoke B2B eCommerce projects
- **Zero:** Reduce order processing time to zero
- **20x cheaper:** 20 times cheaper than manual order processing

#### COUNTRY

Ireland

Demesne Electrical provides a technically advanced product range, always keeping up with the latest innovations in an ever changing marketplace along with two field sales representatives travelling around Europe.

## The Challenge

Given the number of customers, geographic distances and rapidly changing catalogue, Demesne encountered a number of business challenges.

Without a digital presence, customers could only place orders during office hours.

Order processing took place exclusively by phone, leading to increased pressures on staff.

Instead of having a system whereby customers could view pricing and stock levels via an online portal, Demesne customers could only check stock levels by communicating with a member of the Demesne team over phone or email.

## The Experlogix Digital Commerce B2B eCommerce Solution

Experlogix Digital Commerce Software's specialised B2B eCommerce suite, WebShop, offers Demesne a number of benefits.

ERP integration, allowing trade customers place orders directly into the ERP system through WebShop, saving Demesne substantial time and money.

With secure login, customers have full real-time access to live account information, including pricing, stock, order history, order status, invoices and account ledgers.

Compelling e-catalogue for clients to browse stock and place orders.

Being part of the Experlogix Digital Commerce Cloud Platform has allowed Demesne to meet all customer requirements quickly and efficiently. This streamlining of the ordering process helps the company maintain and develop long-standing customer relationships, as well as give new customers the best possible digital ordering and B2B ecommerce experience.



Experlogix Digital Commerce's WebShop B2B eCommerce solution allows Demesne to meet all customer requirements.