

Success Story: Hy-Lite Build-a-Window Shopping Cart

Online Ordering Broadens Consumer Market for Hy-Lite

“WideSpark is one of the best design agencies out there and it’s because they have incredible focus. They bring creative energy to every project and truly understand their clients’ needs.”

Bruce Oellerich, Marketing Manager

Read more to learn how . . .

- > Hy-Lite taps into online shoppers
- > Database integration gives consumers 80,000 product choices
- > Unique user interface makes every homeowner a building expert
- > Build-a-Window shopping cart adds to the bottom line

Scope of Work

- > Design custom user interface for best shopping experience
- > Develop back-end coding to link product database
- > Integrate shopping cart seamlessly with existing Web site
- > Develop maintenance tool allowing Hy-Lite staff to make product changes
- > Develop admin tool allowing customers to track order status

Website Redesign by WideSpark Ushers in a New Era for Hy-Lite

Hy-Lite asked WideSpark to create a Web site that is more user-friendly for multiple audiences and conveys a more consistent brand message with their print communications. They also retained WideSpark to develop a Build-a-Window shopping cart that allows consumers to chose the exact window they want from among over 80,000 different options and purchase it directly online. For a company that previously only sold products direct to building professionals, this was a major step.

For Hy-Lite, this also involved major decisions. From deciding what products to offer and in what sizes to setting pricing, the company soon realized that the project was a major, but much-needed undertaking. But once the product decisions were made, and product and pricing matrices created, it was smooth sailing for Hy-Lite, mainly because they had WideSpark leading the project.

“We supplied WideSpark with the product data, and they took full ownership of the project, bringing in all of the creative, design and development elements we needed to make this shopping cart idea a reality,” said Bruce Oellerich, Marketing Manager.

Build-a-Window Empowers Consumers with Choices

Prior to the new shopping cart system, Hy-Lite's sales were driven through building industry professionals. This new system puts the world of Hy-Lite products right on the homeowner's desktop, allowing them to explore various combinations of patterns and colors in order to build the right window for their home décor, based on the rough opening dimensions they input. This is possible due to the custom selection process WideSpark created within the user interface and back-end code.

With all of this opportunity to cut out the middle-man, it may be surprising that Hy-Lite's building industry customers are very supportive of the online shopping cart concept. This is due to WideSpark's ability to thoroughly think through an issue and spot possible pitfalls early in the process. Once a homeowner finishes the custom selection process, they have the option of ordering the window for direct shipment to their home – or printing out their design and then using the site's dealer locator to find a professional who will order the product and even install it for them. This Web-based selection process has actually increased business for Hy-Lite dealers, officials say.

From a maintenance standpoint, updating the shopping cart could have been a real nightmare as products, features and options evolve. WideSpark worked to ensure this wouldn't happen by building a maintenance tool that allows Hy-Lite staff to update the database, without WideSpark's involvement.

Feature Adds To The Bottom Line

After launching the Build-a-Window shopping cart in July 2006, the feature paid for itself within two months. Netting over \$100,000 in additional sales within its first nine months of use, through orders that average just 1.5 windows, the feature has also increased Web site hits and has been lauded as a success by consumers, customers and Hy-Lite's management and sales force.

The Results

- > Greater Web site traffic
- > Direct exposure to consumers
- > Increased sales
- > Additional business for dealer-partners

“The work that WideSpark has done on this project surpasses my expectations. This has been an excellent experience from start to finish – I could not ask for a better outcome.”
said Bruce Oellerich, Marketing Manager.

Visit Hy-Lite's Build-a-Window shopping cart at www.hy-lite.com/store