

Elevating the Customer Experience

The logo for uniLOG, featuring the word "uni" in blue and "log" in white, set against a dark background.

Customer Snapshot



COMPANY: B&P LAMP SUPPLY



INDUSTRY

Replacement Lighting Parts
and Accessories



CUSTOMER BASE

Wholesale professionals



LOCATIONS

Physical showroom in
McMinnville, Tennessee



ONLINE PROJECT

Upgraded eCommerce to provide
more shopping options and
custom experiences

The Challenge

B&P Lamp Supply wanted to overhaul their existing B2B eCommerce site to create more shopping options and provide an overall more positive user experience for their diverse customer base of industry professionals. The replacement lighting parts and accessories supplier also looked to provide better online product content to drive more traffic and increase buyer trust.



The Solution

To enhance their digital commerce sales channel, the lighting distributor partnered with Unilog and implemented several key solutions:

1

POWERFUL ECOMMERCE PLATFORM

Adopted CX1 CIMM2, Unilog's feature-rich eCommerce platform, which powers a fully transactional site with real-time pricing and availability

2

BETTER PRODUCT CONTENT

Normalized B&P Lamp's existing product content and leveraged a proper taxonomy to create a better online shopping experience for their wholesale customers

3

CONVENIENT SHOPPING TOOLS

Introduced helpful shopping tools like a smart search box and faceted navigation menu and added flexible shipping options at checkout



The Results

With new shopping tools and better content to enhance the customer experience, B&P Lamp's eCommerce site is already delivering great results. Encouraged by the strong performance of their Unilog-powered eCommerce site, the distributor hopes to add more features and capabilities to their online storefront in the future.

ENHANCED CUSTOMER EXPERIENCE

Customers now benefit from a more intuitive and feature-rich shopping experience, including:

- ✓ **Better product content** for informed decision-making
- ✓ **Easier navigation** for a seamless browsing experience
- ✓ **Real-time pricing & availability** for transparency
- ✓ **Flexible shipping & delivery options** for added convenience

NEW USER ACCOUNTS

Within the first two months of their site launch, B&P Lamp activated over 1,300 user accounts.

INCREASED ORDER VOLUME

Order volume has continued to grow as their customers become accustomed to the new site format and realize the perks it offers.

In Their Own Words

"We wanted to do an overall upgrade of our site but also needed more shopping options for a more positive customer experience. Unilog helped us deliver just that."

– Laura Gheesling
B&P Lamp Supply

