

4

online channels  
improved

10,000

products from  
30 brands

# Mayflex: Digital transformation in B2B

“With FactFinder, we feel supported - it feels more like a partnership than what we’ve experienced with other providers,” says Samantha Lynch, Digital Product Owner at Mayflex. Mayflex is a leading distributor of converged IP solutions including infrastructure, networking and electronic security solutions. Unlike other B2B distributors, Mayflex offers a wide variety of products across multiple markets, from cables to security hardware, providing a complete selection of equipment to their customers. Additionally, Mayflex offers extensive training and technical support to help clients achieve success in their projects.



In 2017, Mayflex placed their trust in FactFinder to digitally transform their business and create a seamless experience across customer touchpoints - whether customers make first contact online or offline. Mayflex is continuously expanding operations online, and FactFinder is there to support them every step of the way in providing the best online experience.

## Making eCommerce work in B2B

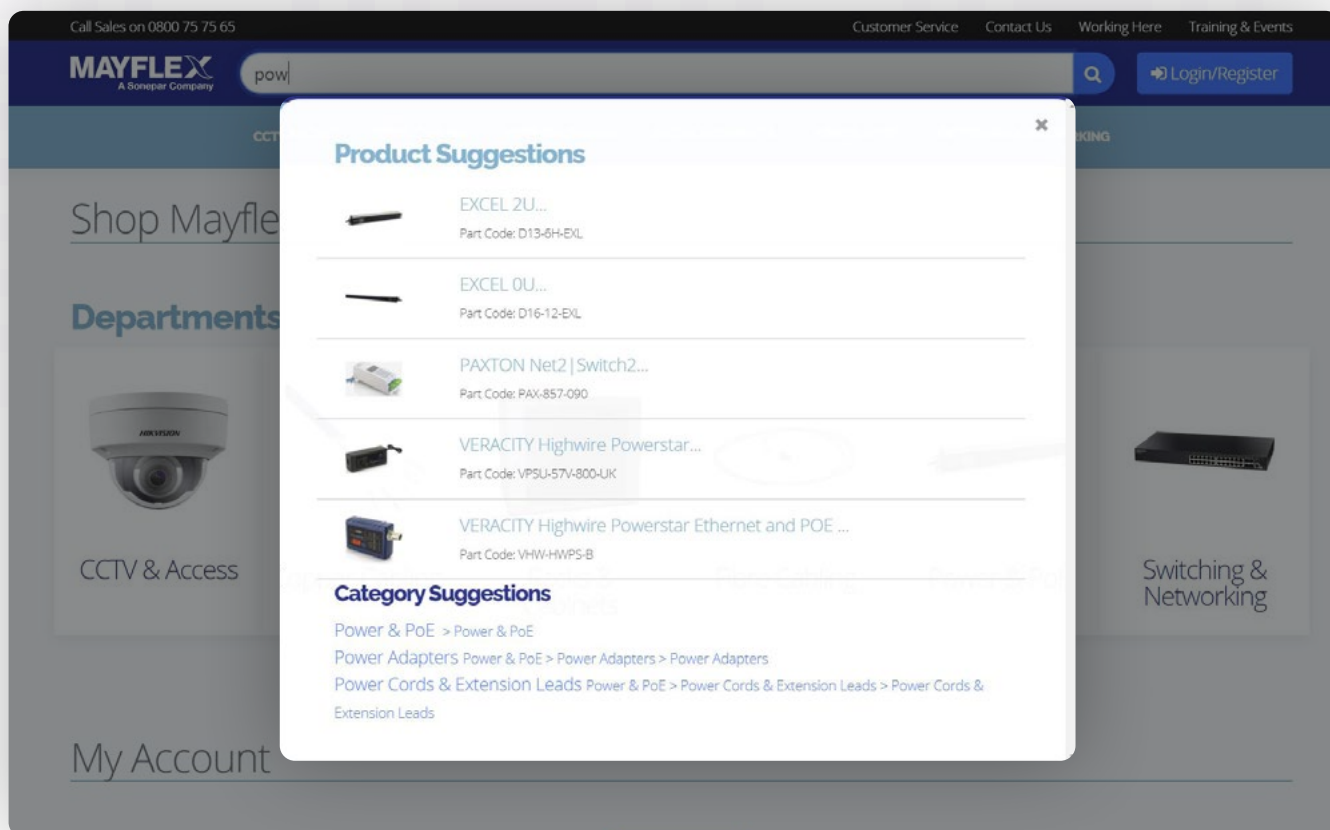
Historically, Mayflex's customers have gone directly through the sales team to make orders. They appreciate the experience of speaking to someone personally, especially compared to leafing through long, technical catalogs. Customers could even send an email to a sales associate and let them sort out finding the right products for them, which of course isn't conducive to scaling the business. When Mayflex decided to make the move to eCommerce, they needed to make sure that customers clearly recognized the value of shopping for these products online versus traditional methods. This was one of Mayflex's main struggles: bringing customers who normally speak with a sales representative to make the jump to ordering online via the website.

With FactFinder, Mayflex achieved "a seamless multichannel experience. You can start a quote with

sales and then order it online or go the other way around and request a quote online and then carry on with sales to get the order processed," remarks Samantha. And customers are clearly recognizing the benefit and ease of purchasing online: in the 12 months leading up to March 2020, Mayflex achieved a 19% increase in the number of accounts ordering online per month.

## 10,000 products across 30 brands

Thanks to FactFinder, it is now easier and more intuitive than ever for Mayflex's customers to find what they're looking for at any time. On their transactional site, Mayflex provides over 10,000 products across 30 brands - which could quickly become a nightmare to find without the proper digital optimizations. Additionally, each brand categorizes their products in different ways, making it extremely difficult for customers to have a consistent way to search and browse for products. To remedy this, Mayflex created their own online names and descriptions for products based on model, resolution, etc. These features appear in FactFinder's suggest function, along with helpful product images. This makes it easier for customers to see at a glance what products are available and quickly get to the best results.



With FactFinder, suggestions can be customized to show images, brands, and more at a glance.

## A seamless multichannel experience

Mayflex uses FactFinder to manage their four online channels: one for the Mayflex shop website, and three channels for their own brand, Excel, which is available in English, French and Spanish. The Excel sites serve mainly to educate clients on the products offered and provide lots of content to improve the customer journey and help clients find the perfect products for their professional projects.

The screenshot displays the Excel Environ Racks website. At the top, there is a search bar with the placeholder text "Search (e.g. 500m cat6 cable)" and a "Partner Area" link. The main navigation menu includes "ABOUT EXCEL", "RACKS & CABINETS", "STRUCTURED CABLE", "FIBRE NETWORKING", "POWER", and "PARTNER PROGRAMME". The page title is "Excel Environ Racks". Below the title, five icons represent key features: Performance (bar chart), Services (wrench and screwdriver), Flexibility (upward arrows), Specification (checkboxes), and Simplicity (hand gesture). A central text block describes the Environ range of free-standing racks and open frames, highlighting their exceptional quality and wide range of applications. To the right, a video player shows "60 Second Insights - Excel Environ Rack Solutions". Below this, three product cards are displayed: "Equipment and Communications Rack" (ER & CR Series), "Server Rack" (SR Series), and "Co-Location Rack" (CL Series). Each card includes a description of its design and suitability, along with a "LEARN MORE" button. A section titled "Environ Locking Solution" features a video player and a "READ MORE" button. At the bottom, a "BROWSE OUR RESOURCES" section lists four categories: "ENIRON CATALOGUE", "REFERENCE SITES", "CASE STUDIES", "WHITEPAPERS", and "SPECIALIST SUPPORT SERVICES".



Multichannel



Content for every step of the customer journey

## Display only the most relevant products and filters

Using FactFinder's ranking rules, Mayflex can easily adjust the order in which products are displayed based on their own business objectives, availability and relevance to the search query. Mayflex also optimized their filters to help customers narrow down their search results to only those products that match their unique specifications. Previously, Mayflex had hundreds of filters on the sidebar that were overwhelming to navigate and often proved more difficult to use than just scrolling through pages of search results. FactFinder's dynamic

filters allow Mayflex to refine these filters down to only those that are appropriate for the given search and push the most relevant filters to the top. In this way, online customers are quickly provided with useful filters to help them find exactly what they are looking for - which is key in technical projects.

The screenshot displays the Mayflex website interface for a search query 'fiber cable'. The top navigation bar includes the Mayflex logo, a search bar with the query 'fiber cable', and links for 'Login/Register', 'Customer Service', 'Contact Us', 'Working Here', and 'Training & Events'. Below the navigation bar, a secondary search bar shows 'Search results for Fiber Cable'. The main content area features two product listings:

- Enbeam OM3 Multimode 50/125 8 Core Fibre Optic Cable Tight Buffered Cca - Black**  
Part Code: 200-156  
Key Features:
  - Number of Cores: 8
  - Type of tube: Tight
  - Fibre type: Multi mode 50/125
  - Category: OM3
  - Armouring: no
  - Rodent resistant: yes
- Enbeam OM4 Multimode 50/125 8 Core Fibre Optic Cable Tight Buffered Cca - Black**  
Part Code: 204-108  
Key Features:
  - Number of Cores: 8
  - Type of tube: Tight
  - Fibre type: Multi mode 50/125
  - Category: OM4
  - Armouring: no
  - Rodent resistant: yes

On the left side, a dynamic filter sidebar is visible, showing the following categories and counts:

- Category**
  - Fibre Cabling: 660
  - CCTV & Access: 8
  - Switching & Networking: 7
  - Copper Cabling: 1
  - Racks & Cabinets: 1
- Fibre Category**
  - OM1: 87
  - OM2: 83
  - OM3: 101
  - OM4: 94
  - OM5: 8
  - OS1: 1
  - OS2: 196
- Brand**
  - EXCEL: 646
  - FLUKE: 16
  - AVIGILON: 9
  - IDEAL NETWORKS: 2
  - LEVELONE: 2
  - FUJIKURA: 1
  - NETSCOUT: 1

*Dynamic filters only show the most relevant options for each product category to help customers quickly find what they're looking for.*

## Intelligent recommendations and personalization, powered by AI

B2B clients have come to know and expect a certain level of quality in eCommerce shops from online shopping in their personal lives. Mayflex recognizes this and uses FactFinder to recreate one such powerful experience: recommendations. Using three levels of tailored recommendations, there's sure to be something online customers are interested in buying additionally, making cross-selling and up-selling a breeze.

The first level of recommendations suggest products that complement the item shown as well as an alternative. The second level shows various alternatives, in the same price range, less and more expensive. And to make things even more interesting, there's a "compatible with"

section that shows additional products that would work well with the current one being looked at. For example, if purchasing a security camera, Mayflex suggests a mount that will fit perfectly.

Personalization takes the experience even one step further. Using data from a customer's current session, along with their purchase history and information on overall customer behavior, FactFinder is able to provide a personalized experience to each individual customer. Using AI, personalization recognizes preferences for brands, price ranges and categories to show the most relevant products, resulting in higher conversion and a more intuitive shopping experience.

The screenshot displays the Mayflex website interface. At the top, there is a navigation bar with contact information and a search bar. Below the navigation, a breadcrumb trail indicates the current page: CCTVs & Access > Security Cameras & Lenses > IP Cameras > Dome & Mini Dome Cameras. The main product featured is the **Hikvision 4 Megapixel External Bullet 2.8-12mm 50m IR** (Part Code: DS-2CD2645G1-I2S(2.8-12MM)). The product page includes a detailed description, a list of features (such as 4 MP resolution, low-light performance, H.265+ compression, and WDR technology), and a 'Login/Register to view pricing' button. Below the product details, a green plus sign icon is connected by lines to three recommendation categories: 'Recommended for You', 'Similar Products', and 'Compatible With...'. The 'Similar Products' section is expanded, showing four related camera models: Hikvision DeepinView 15M LPR Capture 2..., 4.0 MP WDR LightCatcher, 3.3-9mm f/1.3 P-iris..., Hikvision ColorVu External 2 Megapixel Fixed..., and Hikvision 2 Megapixel Bullet Pow by DarkFighter... Each product is accompanied by its image and key specifications.



*With FactFinder's easy-to-use backend, merchandising campaigns can be set up quickly - and without any programming knowledge.*

### **Easily switch and promote brands**

B2B distributors often add or change brands they sell, and making this transition smooth for clients is critical. To achieve this, Mayflex uses FactFinder's merchandising campaigns to promote new brands introduced to the market with hero products and special banners. It also serves as a great way to inform customers of new promotions being run. The campaigns are very quick and easy to set up - no programming or technical knowledge required.

### **FactFinder's intuitive user interface**

"I find it very easy to use. You don't need to have any particular technical knowledge to be able to use the settings and configuration within it - it's quite self-explanatory," remarks Samantha. "There's also a lot of

support, so if we have an issue we can easily go through the Customer Service Desk to help improve some of the settings. Speaking with the FactFinder team regularly has made us aware of what else we can do with the system whereas with other providers, every time we wanted support we would have to pay for a separate package. With FactFinder, the support is there and they are quite willing to do training and point out areas of improvement. It feels like more of a partnership I'd say."

# How FactFinder supports Mayflex:



Fast, error-tolerant search in very complex product data



Machine learning and AI optimize product results



Worldmatch® search algorithm operates in all languages



Personalized recommendations and results



Promotional merchandising campaigns

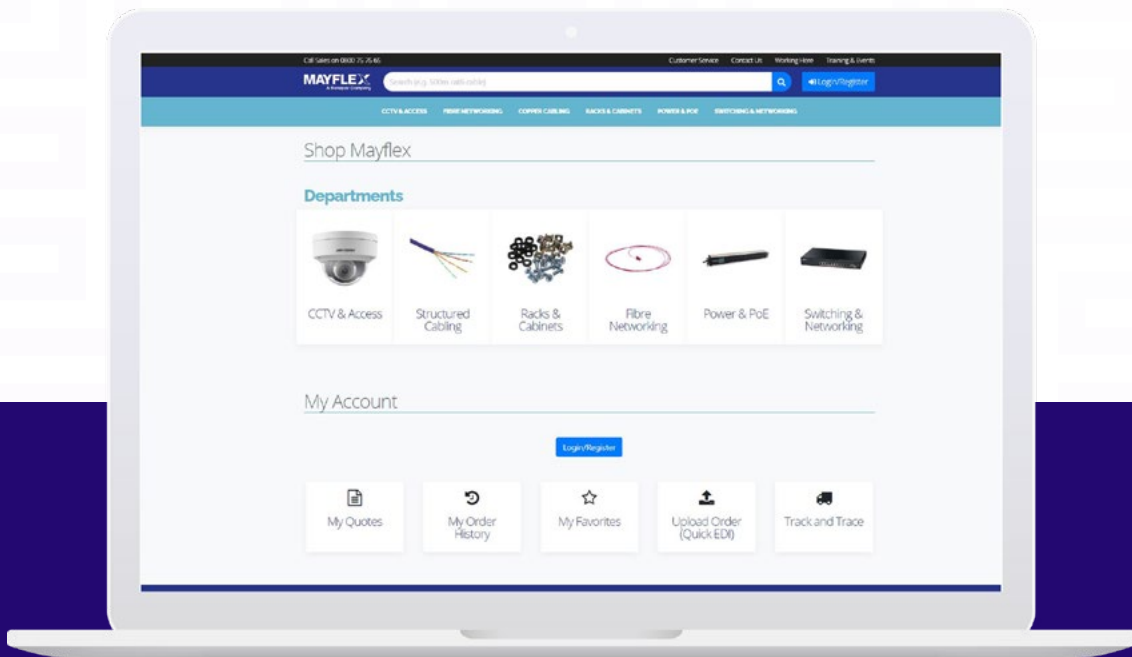


Intuitive and easy-to-use user interface



Optimized search, navigation, and suggestions

● ● ● and more



## About FactFinder

FactFinder is the European leader in eCommerce product discovery and search. We help over 2,000 online shops worldwide like MyTheresa, Intersport, OBI, Stihl and Elkjøp Nordic increase revenue by 20-33% with outstanding shopping experiences.

By combining human and artificial intelligence, we understand every shopper's intent from the first click. We call that authentic intelligence. Smarter algorithms and human expertise create a union that will always give a competitive edge.

Every day millions of B2C and B2B shoppers find what they are looking for with FactFinder – fast, personalized and with joy.



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Our eCommerce experts can offer support in multiple languages.

2,000+ online shops grow and excel with FactFinder

