FS Cables
Client Success Story

Customer Self-Service Capability the Order of the Day for FS Cables

FS Cables now have an online digital product catalogue containing real-time data, that's user-friendly and can be accessed at any time.

100% Seamless CRM Integration

The Experlogix Digital Commerce integrated eCommerce solution uses FS Cables CRM within their ERP software to display product data, pricing and to access customer account information.

- **Client self-service:** Give your customers the option for self-service and save time.

- **Great searchability:** Easily search for products by keyword, code, category etc.

The Background

FS Cables who are based in St. Albans in the UK are stockists and distributors of specialist cables globally. They supply of over 3,500 products from their warehouse just north of London and provide both off-the-shelf and custom-made cables.

BENEFITS

- **B2B Self-Service:** Checkout, payments and account management

- **CPR Downloads** Access to Product CPR Declaration of Performance (DoPs)

- **Live Information:** Real-Time Stock Information from ERP

- **Smart Search:** Easily Search for Products by Keyword, Code, Category etc.

COUNTRY
United Kingdom

The customers they service cover a range of industries including electrical contracting, rail, construction, marine and telecoms. FS Cables pride themselves on providing customers with fantastic service, quality products and cable solutions tailor-made to their application needs.

The Challenges They Faced

FS Cables had an ageing website with very poor visibility on search engines. They wanted an eCommerce solution that could be found online globally while offering customers a self-service online ordering solution.

It was vital that the solution integrated with their existing ERP system Intact iQ and that it would be able to digitally replicate their very well-established paper-based catalogue online, which is now a go-to guide for the industry.

Experlogix Digital Commerce's B2B eCommerce Solution

Experlogix Digital Commerce Software has delivered a digital ordering solution that now allows FS Cables to provide online self-service facilities to their B2B customers.

They now have a digital catalogue which is user-friendly and easy to refine. Customers can search for products using keywords, categories or product codes etc.

Trade customers can take advantage of the 24/7 self-service access to manage their accounts, pay off balances, download statements, download invoices and manage their accounts at a time that suits them.

The solution is also fully optimised in terms of SEO and now returns the highest organic search results for FS products which their previous solution did not.

Experlogix Digital Commerce's ordering platform has transformed FS Cable's services into a user-friendly and SEO-optimised solution.