



NATIONAL ASSOCIATION OF
ELECTRICAL DISTRIBUTORS

Executive Guide

“Checklist for an Effective E-Commerce Website”

4

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Key Questions for Effective E-Commerce Capability

Every day more and more customers are creating purchasing process efficiencies by using the internet as a primary source of information. Customers also are placing an increasing number of orders online. Even though customer expectations may still be evolving, electrical distributors must have an effective online presence **and** offer e-commerce capability---enabling customers to conduct business over the internet.

Since the supply chain is only as strong as its weakest link, NAED’s Strategic Technology Task Force created the *Executive’s Guide #3 to Strategically Managing Your Company’s E-Commerce Capability* to assist distributor executives in understanding the key, strategic questions to ask in order to create an effective e-commerce website that reinforces their companies’ strategic priorities as well as increases sales, improves efficiencies, and cuts operations costs. This companion document, *Executive’s Guide #4: Checklist for an Effective E-Commerce Website*, examines many of the details required for an effective e-commerce website and builds upon *Executive’s Guide #2: Checklist for an Effective Online Presence*.

E-Commerce: Business transacted over the Internet.

While not an all-inclusive listing, this executive guide was designed to help distributor executives understand many basic e-commerce concepts and stimulate conversations with information technology (IT) personnel. This checklist is not meant to supersede the knowledge and expertise of an experienced information technology (IT) professional. Each company’s strategy should be based on the overall strategic objectives of the organization.

Allowing customers to make purchases and access account information 24/7/365 is a tool to save customers time and help your company better serve customers. NAED’s Strategic Technology Task Force recommends distributor executives review this checklist with their information technology (IT) professionals, analyze how their company’s e-commerce website “measures up” against these 122 criteria, and then use the information to develop a road map to a world-class e-commerce website.

E-commerce helps customers create efficiencies throughout the purchasing process.

Waiting on B2B Customers

Key ways to help customers transact business online include:

- Safeguarding Cyber Security
- Offering an Online Product Catalog
- Searching the Online Product Catalog
- Linking Website and Business System
- Requesting Quotes Online
- Enabling Online Ordering
- Online Payment Methods
- Tracking Orders Online

Safeguarding Cyber Security

NOTE: Portions of the information below also appear in the Executive Guide #2: Checklist for an Effective Online Presence.

		Yes	No
1	Our web servers are housed at a data center that is PCI Compliant and SAS 70 certified. (If your answer to question 1 is "Yes," skip questions 2-14)	<input type="checkbox"/>	<input type="checkbox"/>
2	Our web servers are housed in an area with restricted access.	<input type="checkbox"/>	<input type="checkbox"/>
3	Our web servers are under real-time camera surveillance.	<input type="checkbox"/>	<input type="checkbox"/>
4	Our web servers reside in double-keyed cabinets.	<input type="checkbox"/>	<input type="checkbox"/>
5	Our web servers have access to several network providers.	<input type="checkbox"/>	<input type="checkbox"/>
6	Our web servers are protected by a dry-pipe fire suppression system.	<input type="checkbox"/>	<input type="checkbox"/>
7	Our web servers are located in a building rated Zone 4 for seismic activity.	<input type="checkbox"/>	<input type="checkbox"/>
8	Our web servers are <u>not</u> located in a flood zone.	<input type="checkbox"/>	<input type="checkbox"/>
9	Our web servers are cooled by redundant HVAC systems.	<input type="checkbox"/>	<input type="checkbox"/>
10	Our web servers are attached to uninterruptable power supplies.	<input type="checkbox"/>	<input type="checkbox"/>
11	Our web servers are attached to back-up generators.	<input type="checkbox"/>	<input type="checkbox"/>
12	Our web servers have multiple levels of electronic security 24/7	<input type="checkbox"/>	<input type="checkbox"/>
13	Our web servers are PCI Compliant (PCI Compliance is adherence to set of specific information security standards developed to protect credit card information security standards developed to protect credit card information during and after a financial transaction. The goal of PCI Compliance is to ensure merchants provide the maximum security when processing customer payments or handling customer data. PCI Compliance applies to ALL organizations or merchants---regardless of size or number of transactions---that accept, transmit, or store any cardholder data).	<input type="checkbox"/>	<input type="checkbox"/>
14	Our web servers are SAS 70 certified. (Statement on Auditing Standards (SAS) No. 70—Internationally recognized auditing standard used to report on the processing of transactions, that provides an authoritative guidance enabling service organizations to disclose control activities and processes to auditors and customers in a uniform format. When a service auditor issues a report that has been prepared in accordance with SAS70, this signifies a service organization has had its control activities and control objectives examined by an independent accounting and auditing company).	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 25 points for a "Yes" answer to question 1.
Assign 1 point for every "Yes" answer to questions 2-12.
Assign 7 points for every "Yes" answer to questions 13-14.

Maximum Possible Points = 25

Our Score = _____

Cyber Security: Protection of digital business information against theft and misuse.



Offering an Online Catalog

NOTE: Portions of the information below also appear in the Executive Guide #2: Checklist for an Effective Online Presence.

		Yes	No
15	Our online catalog has quality, product-specific images for stock products.	<input type="checkbox"/>	<input type="checkbox"/>
16	Our online catalog contains information for stock products that allows customers to select the correct product for their application, i.e., voltage, wattage, trade size, color, length, NEMA rating, etc.	<input type="checkbox"/>	<input type="checkbox"/>
17	Our online catalog shows standard package quantities for stock products.	<input type="checkbox"/>	<input type="checkbox"/>
18	Our online catalog shows standard pricing and units of measures for stock products.	<input type="checkbox"/>	<input type="checkbox"/>
19	Our online catalog contains the weight of stock products.	<input type="checkbox"/>	<input type="checkbox"/>
20	Our online catalog has up-to-the-minute availability of stock products and is linked to our business system, i.e., ERP.	<input type="checkbox"/>	<input type="checkbox"/>
21	The online catalog suggests accessories for products (<i>Also known as "go with's"</i>).	<input type="checkbox"/>	<input type="checkbox"/>
22	Our online catalog suggests items others have ordered with this product.	<input type="checkbox"/>	<input type="checkbox"/>
23	Our online catalog suggests promotional products.	<input type="checkbox"/>	<input type="checkbox"/>
24	Our online catalog provides quoted customer pricing if the customer is "logged in."	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 2 points for every "Yes" answer to questions 15-20.
Assign 3 points for every "Yes" answer to questions 21-25.

Maximum Possible Points = 27

Our Score = _____



Searching the Online Catalog

NOTE: Portions of the information below also appear in the Executive Guide #2: Checklist for an Effective Online Presence.

		Yes	No
26	Users can search our online catalog by product category (<i>breaker, panel board, wire, etc.</i>).	<input type="checkbox"/>	<input type="checkbox"/>
27	Users can search our online catalog by keyword. (<i>keyword search is a word or string of words you type in a search engine</i>).	<input type="checkbox"/>	<input type="checkbox"/>
28	Users can search our online catalog by brand name or manufacturer.	<input type="checkbox"/>	<input type="checkbox"/>
29	Users can search our online catalog by manufacturers' full or partial part numbers (<i>part number begins with, ends with, contains, etc.</i>)	<input type="checkbox"/>	<input type="checkbox"/>
30	Users can search our online catalog for stock and non-stock products.	<input type="checkbox"/>	<input type="checkbox"/>
31	Users can sort their search results in different ways.	<input type="checkbox"/>	<input type="checkbox"/>
32	Our online catalog allows users to search by customers' full or partial custom part numbers if the customer is "logged in".	<input type="checkbox"/>	<input type="checkbox"/>
33	Our online catalog allows users to search for stock products using product selection information, such as voltage, wattage, trade size, color, length, NEMA rating, etc.	<input type="checkbox"/>	<input type="checkbox"/>
34	Our online catalog returns the most relevant items first, i.e., Smart Search. (<i>Smart Search displays the most relevant items first</i>).	<input type="checkbox"/>	<input type="checkbox"/>
35	Our online catalog provides "find as you type" (FAYT) capability. (<i>"find as you type" refines the search as you type in more characters</i>).	<input type="checkbox"/>	<input type="checkbox"/>
36	Our online catalog provides full Boolean Search capability. (<i>A Boolean Search uses the operators AND, OR, and NOT in the description</i>).	<input type="checkbox"/>	<input type="checkbox"/>
37	Our online catalog includes cross references to similar products from other manufacturers.	<input type="checkbox"/>	<input type="checkbox"/>
38	Our online catalog allows users to compare up to 5 selected items at a time	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for a "Yes" answer to question 26.
Assign 2 points for every "Yes" answer to questions 27-31.
Assign 3 points for every "Yes" answer to questions 32-38.

Maximum Possible Points = 32

Our Score = _____

Linking Website and Business System

		Yes	No
39	Our website is linked to our “back-end” ERP system.	<input type="checkbox"/>	<input type="checkbox"/>
40	Information in our online catalog, including availability and prices, are updated no more often than hourly.	<input type="checkbox"/>	<input type="checkbox"/>
41	Our online catalog, including availability and prices, are updated via batching at least every 60 seconds.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 2 points for every “Yes” answer to questions 39-40.
Assign 3 point for a “Yes” answer to questions 41.

Maximum Possible Points = 7

Our Score = _____

E-Commerce websites **MUST** be integrated with business systems.

**Requesting Quotes Online**

		Yes	No
42	Our website allows users to request quotes online.	<input type="checkbox"/>	<input type="checkbox"/>
43	Our website allows users to view quotes online.	<input type="checkbox"/>	<input type="checkbox"/>
44	Our website allows users to request a quote for special pricing online.	<input type="checkbox"/>	<input type="checkbox"/>
45	Our website allows users to upload a bill of materials online.	<input type="checkbox"/>	<input type="checkbox"/>
46	Our website allows users to modify a quote into an order online.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for every “Yes” answer to questions 42-43.
Assign 2 points for a “Yes” answer to question 44.
Assign 3 points for every “Yes” answer to questions 45-46.

Maximum Possible Points = 10

Our Score = _____

Customers want to find businesses online, request quotes online, view quotes online, request special pricing online, upload bills of materials for quotes online, and modify quotes into orders.

Enabling Online Ordering

		Yes	No
47	Our website offers online ordering or electronic shopping cart capability. <i>(An electronic shopping cart is a user-interface for customers to shop at online stores. It allows users to place items in a "shopping cart" and the cart remembers the items for a predetermined length of time.)</i>	<input type="checkbox"/>	<input type="checkbox"/>
48			
49	Our shopping cart includes a clickable image of the product(s) being purchased.	<input type="checkbox"/>	<input type="checkbox"/>
50	Our shopping cart retains the customer's previously entered information (except credit card information) even if they click the browser's "Back" button.	<input type="checkbox"/>	<input type="checkbox"/>
51	Our shopping cart allows customers to save their selection for purchase later.	<input type="checkbox"/>	<input type="checkbox"/>
52	Our website allows "Guest Checkout."	<input type="checkbox"/>	<input type="checkbox"/>
53	Our website provides estimates of sales tax.	<input type="checkbox"/>	<input type="checkbox"/>
54	Our website provides an Edit/Change Quantity/Update button.	<input type="checkbox"/>	<input type="checkbox"/>
55	Our website provides estimated ship dates at the time of order.	<input type="checkbox"/>	<input type="checkbox"/>
56	Our website offers a choice of various methods of shipment. <i>(Will call, UPS, FedEx, common carrier, distributor truck, etc.)</i>	<input type="checkbox"/>	<input type="checkbox"/>
57	Our website provides a total purchase cost before requiring payment information.	<input type="checkbox"/>	<input type="checkbox"/>
58	Our website provides a complete summary of the order before requiring customers to "submit" the order.	<input type="checkbox"/>	<input type="checkbox"/>
59	Our website allows customers to "print" an order summary via a "printer friendly" option.	<input type="checkbox"/>	<input type="checkbox"/>
60	Our company contact information is prominently displayed on every web page so customers needing assistance with their purchase can call us.	<input type="checkbox"/>	<input type="checkbox"/>
61	Our website provides an order Confirmation/Thank You page after an order is placed.	<input type="checkbox"/>	<input type="checkbox"/>
62	Our confirmation page provides a timeline of when the customer's order will ship.	<input type="checkbox"/>	<input type="checkbox"/>
63	Our website offers a place for customers to include special shipping instructions.	<input type="checkbox"/>	<input type="checkbox"/>
64	Our website provides a step/progress indicator to show progress throughout the entire checkout process.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 2 points for every "Yes" answer to questions 47-61.
Assign 3 points for every "Yes" answer to questions 62-63.
Assign 5 points for a "Yes" answer to questions 64.

Maximum Possible Points = 41

Our Score = _____

Online ordering will continue to grow in popularity as customers insist on online ordering capabilities.

Online Payment Methods

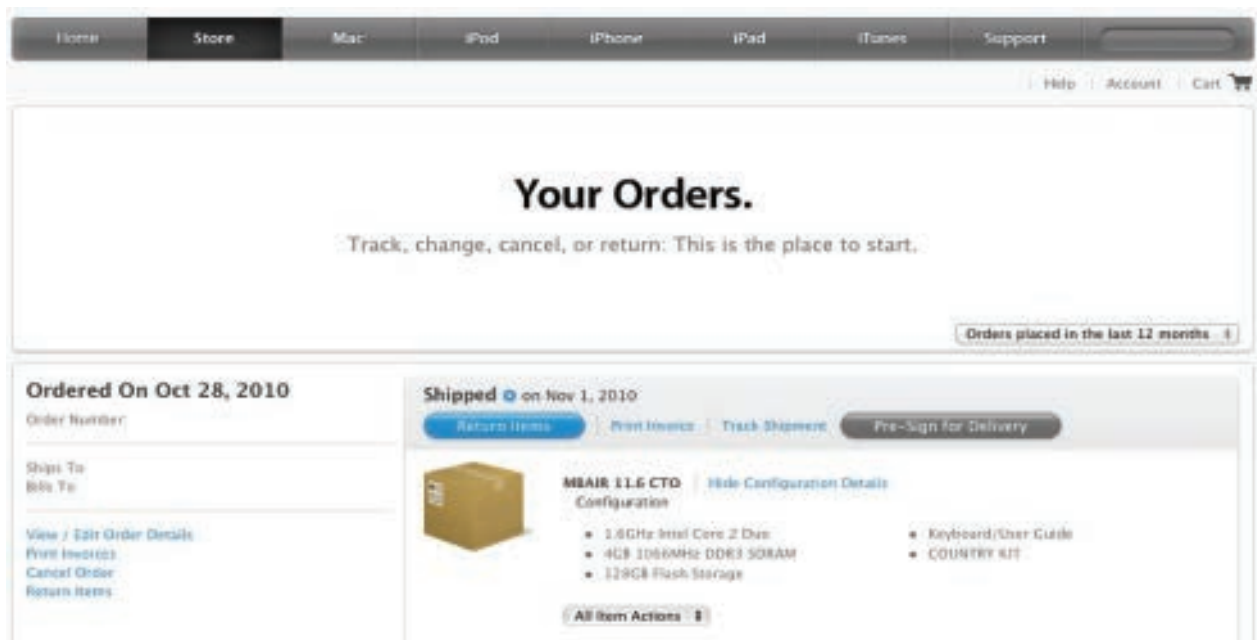
		Yes	No
65	The SSL Certificate for our website only has domain validation. <i>(SSL Certificates verify secure communications between a website, host, or server, and end users connecting to the server. Domain Validation is achieved when the authority issuing the SSL Certificate verifies control of a domain name by emailing and e-mail address related to the domain name).</i>	<input type="checkbox"/>	<input type="checkbox"/>
66	Our website provides various methods of PCI Compliant online payments. <i>(PCI Compliance is adherence to a set of specific information security standards developed to protect credit card information during and after a financial transaction. The goal of PCI Compliance is to ensure merchants provide the maximum security when processing customer payments or handling customer data. PCI Compliance applies to ALL organizations or merchants---regardless of size or number of transactions---that accept, transmit, or store any cardholder data).</i>	<input type="checkbox"/>	<input type="checkbox"/>
67	Our website provides the ability to use debit and credit cards.	<input type="checkbox"/>	<input type="checkbox"/>
68	Our website provides the ability to use coupons, credits, promo codes, etc.	<input type="checkbox"/>	<input type="checkbox"/>
69	The SSL certificate for our website only has organization validation. <i>(organization validation is achieved when the authority issuing the SSL certificate verifies the organization owning the domain through an independent search of databases).</i>	<input type="checkbox"/>	<input type="checkbox"/>
70	The SSL certificate for our website has extended validation. <i>(extended validation is achieved when the authority issuing the SSL certificate verifies the organization owning the domain with an additional specific set of identity verification criteria. Websites with Extended Validation prominently display a green address bar and a security status bar with the name of the verified organization that owns the website).</i>	<input type="checkbox"/>	<input type="checkbox"/>
71	Our website accepts from a variety of sources, such as PayPal, Authorize.Net, Google Checkout, Square, etc.	<input type="checkbox"/>	<input type="checkbox"/>
72	Our website provides the ability for purchases to be paid for via secure ACH bank transfers for electronic funds transfer. <i>(Automated Clearing House, or ACH, is a secure payment transfer system that connects all U.S. financial institutions and is the central clearing facility for all Electronic Funds Transfer (EFT) transactions in the U.S.).</i>	<input type="checkbox"/>	<input type="checkbox"/>
73	Our website provides an online credit application.	<input type="checkbox"/>	<input type="checkbox"/>
74	Our website provides the ability for customers to charge to their account.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 1 point for a "Yes" answer to question 65.
Assign 2 points for every "Yes" answer to questions 66-69.
Assign 3 points for every "Yes" answer to questions 70-73.
Assign 5 points for a "Yes" answer to questions 74.

Maximum Possible Points = 26

Our Score = _____

ALL businesses accepting payment with credit or debit cards---whether online or offline---MUST adhere to Payment Card Industry data security standards.



Tracking Orders Online

		Yes	No
75	Our website allows customers to track orders online.	<input type="checkbox"/>	<input type="checkbox"/>
76	Our website automatically provides acknowledgements of orders.	<input type="checkbox"/>	<input type="checkbox"/>
77	Our website provides access to information about the status of an order.	<input type="checkbox"/>	<input type="checkbox"/>
78	Our website furnishes access to packing slips.	<input type="checkbox"/>	<input type="checkbox"/>
79	Our website allows access to invoices.	<input type="checkbox"/>	<input type="checkbox"/>
80	Our website provides access to proof of delivery (POD) information.	<input type="checkbox"/>	<input type="checkbox"/>
81	Our website furnishes proof of delivery (POD) information with signature capture.	<input type="checkbox"/>	<input type="checkbox"/>
82	Our website proactively sends e-mails and/or text messages with updates on the status of an order.	<input type="checkbox"/>	<input type="checkbox"/>
83	We actively monitor key milestones in the fulfillment process and proactively send alerts about potential delivery problems before they become service failures.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 2 points for every "Yes" answer to questions 75-80.
Assign 3 points for every "Yes" answer to questions 81-82.
Assign 5 points for a "Yes" answer to question 83.

Maximum Possible Points = 23

Our Score = _____

Online order tracking minimizes calls asking, "Where is my order?" allowing inside and outside sales personnel to spend more time selling.

Save Customers Time

Key ways to help customers allay customer fears include:

- Providing customers log-in capability
- Facilitating access to customer account data
- Furnishing transaction history online
- Offering online account management
- Analyzing e-commerce metrics

Providing Customer Log-in Capability

The decision to allow customers to create their own online accounts or for the distributor to set-up online accounts for customers is a strategic business decision.

	Yes	No
84 Our website offers log-in capability.	<input type="checkbox"/>	<input type="checkbox"/>
85 Our website allows multiple log-in ID's to be linked to one customer account.	<input type="checkbox"/>	<input type="checkbox"/>
86 Our website permits customers to add, change and delete users from their "master" account.	<input type="checkbox"/>	<input type="checkbox"/>
87 Our online catalog offers a customer-specific reorder pad (if "logged-in").	<input type="checkbox"/>	<input type="checkbox"/>
88 Our website automatically provides email marketing, customer appreciation, special sales, etc. to repeat purchasers.	<input type="checkbox"/>	<input type="checkbox"/>
89 Our website allows users to customize their default search results (if "logged-in").	<input type="checkbox"/>	<input type="checkbox"/>
90 Our website permits individual user access to the "master" account to be customized and limited to specific functions.	<input type="checkbox"/>	<input type="checkbox"/>
91 Our website allows individual user access to be customized and limited to specific products.	<input type="checkbox"/>	<input type="checkbox"/>
92 Our website offers personal product lists (if "logged-in").	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 2 points for every "Yes" answer to questions 84-88.
Assign 3 points for every "Yes" answer to questions 89-92.

Maximum Possible Points = 22

Our Score = _____





Facilitating Access to Customer Account Data

Careful consideration should be given to the decision to allow downloading of information from distributors website directly into a customer's estimating and/or accounting software to make sure that no viruses or electronic incursions are introduced during the transfer of data.

		Yes	No
93	Our website provides the ability to export customer account data (including price files).	<input type="checkbox"/>	<input type="checkbox"/>
94	Our website offers the ability to print customer account data in HTML format.	<input type="checkbox"/>	<input type="checkbox"/>
95	Our website allows the ability to print customer account data in Adobe Acrobat® .pdf format.	<input type="checkbox"/>	<input type="checkbox"/>
96	Our website provides the ability to email links to customer account data.	<input type="checkbox"/>	<input type="checkbox"/>
97	Our website offers the ability to export account data in Microsoft Excel.®	<input type="checkbox"/>	<input type="checkbox"/>
98	Our website allows the export of customer account data in XML.	<input type="checkbox"/>	<input type="checkbox"/>
99	Our website is linked directly with our customer's business system(s) so they do not have to enter information multiple times.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 2 points for every "Yes" answer to questions 93-97.
Assign 3 points for a "Yes" answer to question 98.
Assign 10 points for a "Yes" answer to question 99.

Maximum Possible Points = 23

Our Score = _____

Online access to account data saves customers time.



Furnishing Transaction History Online

		Yes	No
100	Our website allows individual users to view their transaction history for orders placed online.	<input type="checkbox"/>	<input type="checkbox"/>
101	Our website provides individual users the ability to sort their online transaction history by bill to/ship to address.	<input type="checkbox"/>	<input type="checkbox"/>
102	Our website furnishes individual users the ability to sort their online transaction history by project or bill material.	<input type="checkbox"/>	<input type="checkbox"/>
103	Our website offers individual users the ability to sort their online transaction history by their company's part number.	<input type="checkbox"/>	<input type="checkbox"/>
104	Our website allows individual users to view and sort their transaction history for orders placed in-store and through a branch too.	<input type="checkbox"/>	<input type="checkbox"/>
105	Our website provides "master" account online transaction history by user log-in.	<input type="checkbox"/>	<input type="checkbox"/>
106	Our website furnishes the "master" account the ability to sort online transaction history by bill to/ship to address.	<input type="checkbox"/>	<input type="checkbox"/>
107	Our website offers the "master" account the ability to sort online transaction history by project of bill of material.	<input type="checkbox"/>	<input type="checkbox"/>
108	Our website allows the "master" account the ability to sort online transaction history by their company's part number.	<input type="checkbox"/>	<input type="checkbox"/>
109	Our website enables the "master" account to view and sort transaction history for orders placed in-store and through a branch, too.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 2 points for every "Yes" answer to questions 100-104.
Assign 3 points for every "Yes" answer to questions 105-108.
Assign 5 points for a "Yes" answer to question 109.

Maximum Possible Points = 28

Our Score = _____

Online transaction history saves customers time too.



Offering Online Account Management

		Yes	No
110	Our website provides access to “master” account payment history.	<input type="checkbox"/>	<input type="checkbox"/>
111	Our website offers access to outstanding invoices for the “master” account.	<input type="checkbox"/>	<input type="checkbox"/>
112	Our website furnishes access to paid invoices for the “master” account.	<input type="checkbox"/>	<input type="checkbox"/>
113	Our website provides access to statements for the “master” account.	<input type="checkbox"/>	<input type="checkbox"/>
114	Our website allows online invoice management for the “master” account.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 3 points for every “Yes” answer to questions 110-114.

Maximum Possible Points = 15

Our Score = _____

Online account management makes it easy to do business
together and hard to leave

Analyzing E-Commerce Metrics

		Yes	No
115	We track customer log-ins on our website.	<input type="checkbox"/>	<input type="checkbox"/>
116	We monitor the amount of sales we receive through our website.	<input type="checkbox"/>	<input type="checkbox"/>
117	We analyze web sales as a percent of total company sales.	<input type="checkbox"/>	<input type="checkbox"/>
118	We monitor the number of line items on web orders.	<input type="checkbox"/>	<input type="checkbox"/>
119	We analyze line item web sales as a percent of total company line items sold.	<input type="checkbox"/>	<input type="checkbox"/>
120	We have a goal for the percent of total company sales for online orders.	<input type="checkbox"/>	<input type="checkbox"/>
121	We have server speed benchmarked the page load time for our website's home page. (<i>Load Time is the time required to load all the elements on a web page. It depends on a many factors: the number of words on the web page; the amount of video, audio, graphic, and animation on the web page; server architecture; network traffic, etc.</i>)	<input type="checkbox"/>	<input type="checkbox"/>
122	The Server Speed Benchmark page load time for our website home page is less than 2 seconds.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring: Assign 2 points for every "Yes" answer to questions 115-119.
Assign 3 points for every "Yes" answer to questions 120-121.
Assign 5 points for a "Yes" answer to question 122.

Maximum Possible Points = 21

Our Score = _____

What is the definition of success for your E-Commerce website?



LOADING
please wait...

**Tally Your Score**

		Maximum Score	Your Score
Wait on Customers			
2	Safeguarding Cyber Security	25	
3	Offering an Online Catalog	27	
4	Searching the Online Catalog	32	
5	Linking Website and Business System	7	
5	Requesting Quotes Online	10	
6	Enabling Online Ordering	41	
7	Online Payment Methods	26	
8	Tracking Orders Online	23	
"Wait on Customers"		191	
Save Customers Time			
9	Providing Customer Log-in Capability	22	
10	Facilitating Access to Customer Account Data	23	
11	Furnishing Transaction History Online	28	
12	Offering Online Account Management	15	
13	Analyzing E-Commerce Metrics	21	
"Save Customers Time"		109	
Total E-Commerce Effectiveness Score		300	



Scoring

255-300 Points: World Class E-Commerce Website

Congratulations, your e-commerce website ranks with the best in the world! Continue to invest in your e-commerce website by hiring the right people, staying abreast of the latest internet technological innovations, and listening to customer feedback.

254- 210 Points: Competitive E-Commerce Website

Your company has an effective e-commerce website, but there still is room for improvement. Continue to maintain visibility into your company's Internet capabilities. Use this checklist as a guide in developing a strategic technology road map to take your e-commerce website to the next level, so your company can be more productive, generate more cash, and grow sales.

Below 210 Points

Focus more attention on your e-commerce website. Think about the internet in terms of how it can help your company be more productive, generate more cash, and grow sales. Devote sufficient resources to developing your e-commerce website. If you don't have the skills to accomplish this task in-house, consider hiring a technology coach to develop a strategic technology roadmap for your company.

Keep up-to-date on the latest technology trends by subscribing to technology websites such as cio.com, wired.com, and websitemagazine.com



What You Can Do

Don't be left behind! E-Commerce is shifting the way business is done. Besides fulfilling customer needs for purchasing process efficiencies, e-commerce websites can help electrical distributors increase sales, improve efficiencies, and cut operations costs.

Electrical distributors must use Internet technology as a competitive weapon to cement the viability of the channel into the future. Think about e-commerce in terms of how it can help your company generate more cash and grow sales. Maintain visibility into your company's e-commerce capabilities. Use the answers to the questions in this white paper to better understand your company's e-commerce challenges and opportunities. Then, add e-commerce to your information technology (IT) strategic plan or technology roadmap.

Please help us leverage the collective knowledge of the industry by giving us your feedback! Share your insight and input with the task force by calling NAED's Member Services at toll free at 1.888.791.2512 or emailing memberservices@naed.org.

To view other tools NAED's Strategic Technology Task has created for distributor executives, visit www.naed.org/strategictechnology