



SITUATION

Haier America, a leader in innovative home appliances, was looking to enhance its website with improved where-to-buy functionality. The company's existing buying process was antiquated. Consumers who visited the manufacturer's website interested in buying a Haier product were only shown a list of retailers that carried Haier products. There was no way to tell if a retailer carried the specific product the consumer wanted to buy, much less whether it was in-stock at that point in time. Haier knew it needed to improve the buying process or risk alienating frustrated consumers.



CHALLENGES



Haier's website is an excellent resource for consumers researching products they're interested in purchasing. The website is easy to navigate and provides many useful tools. Consumers can find product manuals, detailed product specifications, key product features and dimensions as well as easily print a product summary. All of these resources help sell consumers on the value of Haier products. But the problem occurred once a consumer was ready to buy. There was no clear path to purchase a product once they were finished researching it. Haier not only wanted to ensure the consumer had a better shopping experience, the company also wanted to ensure it was sending accurate referrals to its channel partners and learn more about consumer demand from its website.

"We desperately needed to refine our referral process so that we could achieve higher conversions with our retail partners," comments Robert Kennedy, Business Development Manager for Haier America. "It was also important for us to have more insight into the products consumers were most interested in buying."

SOLUTION

Haier learned about Channel Intelligence (CI) at a tradeshow and decided it was time to invest in a more rich and robust where-to-buy program. CI's experience and extensive network helping link consumers to retailers via manufacturer websites made CI's Where-to-Buy solution the clear choice to help the company achieve positive results.

Haier

Haier America is committed to providing its customers with reliable, stylish, and innovative products for the home. Haier strives to create quality appliances that surpass what other manufacturers typically offer. Its purpose is to integrate function, practicality, and appearance into superior products unlike anything available today.

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"Channel Intelligence leads the pack in the types of services they offer manufacturers to help them make their products easier to find and buy online. I recommend their services to any manufacturers ready to commit to making their website a viable sales tool."

**- Robert Kennedy
Business Development
Manager
Haier America**





KEY RESULTS

Haier America went live with CI's Where-to-Buy solution June 2008. The company immediately reaped the benefits, as the summer months are a peak selling period for the home appliance manufacturer. Behind December 2008, July was the second highest performing month for Haier. The program was set up quickly, as implementing CI's services in time to support this important selling period was very important to Haier.

"The summer is normally a very heavy time for us," adds Kennedy. "The added bonus of the heat wave during the summer of 2008 boosted our air conditioning sales even higher than expected. I am sure that having CI's where-to-buy program in place contributed to our successful July sales."

Haier also reports that its retail partners have provided very positive feedback about the program. The company's retailers appreciated the value of manufacturer-based referrals and this initiative to help drive sales from Haier's website. In fact, on average, Haier's retailers enjoy a five percent conversion rate - **more than two times the industry average** for online referral programs! This is due largely to the highly qualified nature of a consumer who clicks "Buy Now" on a manufacturer's site.



*Top Five Haier Products Based on Units Sold
1. Pulsator Washer with Stainless Steel Tub 6.6lbs
2. 12-Bottle Capacity Thermal Electric Wine Cellar with Electronic Control LED Display
3. Compact Tumble Dryer 2.6 cu ft
4. Refrigerated Cooler 1.7 cu ft
5. Ultrasonic Jewelry Cleaner

* Based on units tracked and sold in the CI Ad Network June 2008 - December 2008

"Anyone can say that e-commerce is important to their corporate sales strategy and do nothing about it. CI's products are truly effective tools to enable us to demonstrate our focus on both consumers and channel partners," says Kennedy.

NEXT STEPS

Haier compliments CI on its top notch, professional and responsive staff, noting that questions, concerns and feedback is always addressed quickly. Both the company and CI look forward to expanding the partnership for many years to come as e-commerce continues to grow in relevance for the appliance industry.

