CASESTUDY

HL FLAKES RAMP-UP THEIR SALES
POST-FULL-SERVICE ASSISTANCE

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About HL Flakes

HL Flakes is one of the largest independent security hardware distributors in the U.S. Operating for over a century now, HL Flakes hosts an extensive selection of locksmith supplies that cover all categories of locksmith work.

The company has stocked tools and hardware for automotive key programming, key code cutting and duplication, commercial and residential hardware, safes and safe locks, and an incredible selection of padlocks in hundreds of keyed alike numbers. The company has adapted itself to the changing nature of the market and has entered into the realm of e-commerce to expand its business interests.

Challenges faced

The company was doing well until its online store needed major overhauling due to technical issues that included-

- **Low product relevancy -** inadequate product description, improper product indexing made the listed products irrelevant

- **Decreased product discoverability -** lack of grouping of products on the basis of planned hierarchy decreased the discoverability of products drastically

- **Business Impact -** The distributor experienced a consistent decrease in website count, eventually a dip in sales conversion rate.

Approach followed

AltiusNxt Technologies took on the challenges head-on by proposing Full-Service assistance. A dedicated team was formed with expert SEO analysts, product content writers, Quality supervisors to provide Taxonomy level creation, Product Attribute Development, Product Data Enrichment.

A strict protocol to test and verify the results was observed during the entire period of professional assistance.

Solutions offered

A Taxonomy Hierarchy tree was created to categorize the products in 3 levels. Product attributes were developed with respect to taxonomy: SKU, Color, Material, Size, Weight, etc.

Uploaded rich product data with specified 10 to 15 attributes and a short, relevant product description that was sourced from the manufacturer website.

Benefits derived

As a result of Full-Service assistance from AltiusNxt Technologies, HL Flakes were able to witness a significant change in their online business that included-

- **User interface made easy -** customers are now easily directed to the correct product
- **Reduced website bounce rate -** the relevant and complete information of products reduced bounce rate
- **Increased customer outreach -** the company has registered an increase in product-related inquiries
- **Improved business -** improvement in website traffic has increased sales conversion rate and increased revenues