LEGAL SUPPLY.COM

CASE STUDY/

Legal Supply

legalsupply.com

SERVICES

B2B ECOMMERCE | MOBILE & RESPONSIVE DESIGN | CREATIVE SERVICES |
WEB DEVELOPMENT | INTEGRATION | HOSTING & MANAGED SERVICES | STRATEGY |
SEO

CHALLENGE

LegalSupply, an office supply eTailer, wanted to upgrade its website and
provide a richer customer experience for its B2B and GSA buyers.
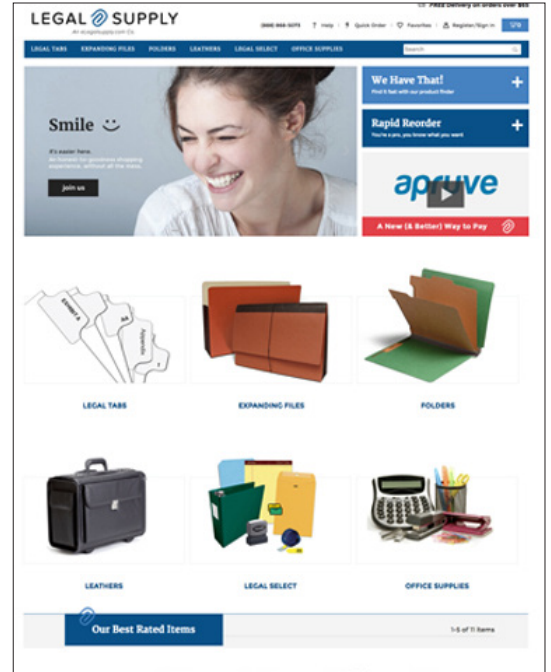
SOLUTION

Guidance partnered with LegalSupply to update their branding and create a
responsive B2B eCommerce site that optimized their customer experience
for both B2B and GSA buyers. Our Creative Team rebranded the company
from eLegalSupply to LegalSupply and refreshed their logo as well.

After an extensive Information Architecture audit, our usability team focused
the navigation and catalog structure to provide an efficient and user-
friendly customer experience:

- With "Rapid Reorder", B2B and GSA buyers, can order products by
  SKU and quantity to quickly place an order.
- Products are quickly located with:
  - the "We Have That!" filtered navigation; and,
  - the Celebros-enabled smart search. Integrating this extension
    provides users with a list of related popular products and top
    search queries.
- Every time an item is purchased, it is automatically placed into a
  "Shopping list". A buyer can review this list at any time and re-order
  from it. The items found here will always be listed.

Through "My Dashboard", B2B/GSA buyers can review their shopping list/
orders/returns/favorites, add "Favorites" and items from their "Shopping List"
to cart for purchase, and, update billing and shipping addresses.

Focusing on their B2B and GSA buyer's needs, our team designed the
Magento Enterprise 1.14 site for business purchasing. Apruve, a B2B
eCommerce payment solution, was seamlessly integrated, making it easy
for buyers to secure order approval and/or payment quickly from their
purchasing agent. The site was also displays contract pricing for buyers.

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Category Page