CASE STUDY

Patterson Companies Inc.

CUSTOMER SUCCESS
THE COMPANY

Patterson Companies Inc. is a global distributor of dental, veterinary, and rehabilitation products. Headquartered in St. Paul, Minnesota, this publicly traded company serves the specialty healthcare market through a strong network of national distribution centers and a growing presence in the United Kingdom and France. With annual revenues of $3.6 billion and approximately 280,000 products sold to over 140,000 customers, Patterson provides a total-package approach to serving its customers.

THE GOAL

Patterson’s dental division wanted to improve its online navigation and search experience to avoid losing sales. Similar products were scattered in multiple places on the website, which confused customers and resulted in duplicate product categories. Customers browsing for dental burs or scalpels could never find one central location for all products.

Patterson’s search functionality was directly affected by this poor category structure. Searching for burs or scalpels by keyword often produced a large set of confusing, contradictory, and inconsistent results. With too many product categories and search results to sift through, customers often gave up after a few clicks.

Partnering with Codifyd, the world’s leading provider of software-enabled product content solutions, the project goals were to:

- Consolidate product categories
- Create a faceted search experience
- Improve the site’s search functionality
THE CHALLENGE

Patterson relied too much on their IT department, which did not have the resources to implement and maintain the above goals.

The obstacles Codifyd set out to overcome were:

» Create a reliable, trustworthy e-commerce experience that matches Patterson’s strong paper catalog legacy

» Let more employees make data decisions to reduce the burden on the IT department

» Develop best practices that allow Patterson to make quick, efficient decisions for years to come

THE SOLUTION

Codifyd first performed a foundational audit for Patterson to compare its e-commerce experience with its competitors.

To improve the online navigation and search experience, Codifyd set out to:

CREATE ONE HOME FOR SIMILAR PRODUCTS
If a group of products share the same characteristics, put them in the same place on the website. This leaves no question in customers’ minds as to where they can find products, and it is likely to build trust with them.

LET CUSTOMERS BROWSE BY PRODUCT ATTRIBUTES
Browsing by product material or size lets customers quickly filter through thousands of products fast. Instead of forcing them to click through hundreds of results pages, let them easily narrow down their selection and enjoy a custom shopping experience.

SEND CUSTOMERS TO THE SAME PLACE
Whether they discover burs through the faceted navigation menu or through keyword search, make sure customers land on the same webpage. This creates consistency and gives customers a faster product findability experience.
LESSONS LEARNED

Key lessons learned along the way:

INVEST IN PRODUCT DATA
Well-designed product categories and an effective search experience only get you halfway there. Once customers find the products they need, make sure they have accurate, complete, and consistent product data in order to make a confident purchase decision.

LESS IS MORE
When you sell hundreds of thousands of products with millions of data points, you must organize this content in a way that is clear and easy for customers to understand.

THE RESULTS

37% sales increase in two key product categories
50% reduction in time taken to find products
Hundreds of duplicate product categories removed for less long-term maintenance
Less customer confusion about where to find products
For additional information about Codifyd, please contact your Codifyd sales consultant.

Email us at sales@codifyd.com or visit codifyd.com