



Explore Consulting Product Reviews for NetSuite Websites

"We first started working with Explore Consulting when our technical needs grew beyond our partner at the time. Explore handled our advanced NetSuite customization with ease and thoroughness. We recently engaged Explore to re-implement existing functionality with new technology that saved us money, improved our customer data, and increased our web site exposure. Product Reviews really improves my customer's experience so they can make informed decisions and this sets Contractors Direct apart from the competition! It's a relief as a small business to know that we have a partner we can rely on."

- Jesse Driscoll, Contractors Direct

Background: Since 1993, Contractors Direct has been providing a broad selection of tile, concrete, masonry, and stone tools, equipment, and accessories directly to contractors, small retailers, and DIYers. They pride themselves on their economical prices and outstanding service. In fact, unlike many companies that see customer service as an overhead expense to be reduced, Contractors Direct encourages their customers to call in and discuss their project needs with the certified professionals on the other end of the line. Contractor's Direct worked diligently on their catalog business from the start and made the move online in 1998. Since then they have successfully grown their business utilizing a NetSuite-backed web site and *quickly learned the value of user-generated content after implementing Power Reviews* a couple of years ago.

Issue: Once Contractors Direct proved customer reviews to be a valuable tool for their website they looked deeper into the long term costs of the platform they were using. Over time the monthly service fees would add up to much more than a one-time implementation fee for a tool they could own. In addition to the much higher total costs, the outsourced platform they were using didn't allow them to engage with the valuable data they were collecting from their customers. Lastly, the great content being created for them by their customers wasn't helping their search engine rankings because it was all JavaScript generated.

The screenshot shows the Contractors Direct website interface. At the top, there is a navigation bar with links for home, my account, register, log in, and site map. Below this is a search bar and a shopping cart summary. The main content area features a navigation menu with categories like TILE & STONE, CONCRETE & MASONRY, GENERAL TOOLS, SHOP BY BRAND, CUSTOMER SERVICE, and SPECIALS & RECOMMENDATIONS. The current page is for a '9630 BUCKET MORTAR MIXER'. The product image shows a long-handled mortar mixer. To the right of the image, the price is listed as \$78.99, and there is an 'ADD TO SHOPPING CART' button. Below the product image, there is a 'PRODUCT REVIEWS' section with three reviews, each with a star rating and a date.

Solution: Explore Consulting's Product Reviews for NetSuite web sites utilizes Suitelets and SuiteScripts to provide a cross-browser compatible solution that includes an easy to access data architecture. The one-time implementation fee lowers total cost of ownership while providing an extensible and scalable platform. The Product Reviews module also allows for configuration to meet individual business needs and preferences. The web site display and user interaction

is customized to their desired look and feel and seamlessly integrates with their existing content. Their chosen process includes the ability to review customer input for approval and ties all review data to customer and item records in NetSuite. This not only reduces spam and improves their customer and item data, but also gives Contractors Direct the unique ability to improve customer experience if a less than glowing review is left. Unlike most review platforms, the Product Reviews data is pulled directly from NetSuite and isn't JavaScript generated, allowing search engines to read and value that content thus improving search engine rankings.

Results: Contractors Direct now has a Product Review platform with no ongoing costs, the look and feel they want, a process flow that meets their needs, customer data they can utilize in any number of ways, and more relevant content on their website to improve their search engine rankings. On top of all this, they have a platform they can continue to build on as new ideas and business opportunities arise. Contractors Direct is now better able to service existing customers and utilize their strong customer relationships to gain new customers.

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 8 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Not only is Explore a licensed reseller of the NetSuite product suite, but an experienced NetSuite implementation and integration partner. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to any external data source with our

industry-leading CloudConnect™ service, we are your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility. While NetSuite can run most businesses using out-of-the-box functionality, we're experts on adapting the product to meet your specific business requirements. Explore Consulting was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the third year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 5-time NetSuite Star Performer and is well recognized as a leader in integration and mobile solutions for NetSuite. For more information, visit www.exploreconsulting.com.