

Product Selector Created For Complex Manufactured Product



Since 1936, Stern EWS has produced specialty industrial fabrics, supplying demanding and exacting fabrics for aerospace, filtration, and medical requirements.







CHALLENGE

Navigating a Complex Product Catalog

- 1 Fabric choices and configuration options for potential clients were hard to understand.
- 2 The Stern EWS product line consists of over 700 different woven industrial fabric types, each with up to 8 physical parameters.
- 3 Multiple calls and conversations were needed to determine if Stern EWS had a product to fit the client's needs.

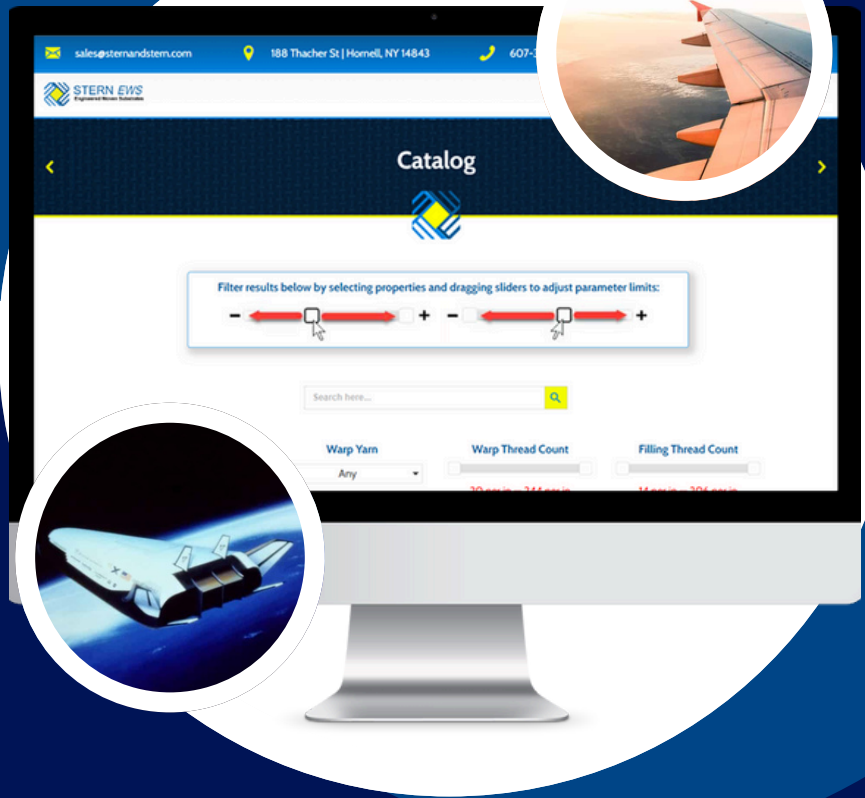
OPPORTUNITY

Stern EWS needed a new approach to delivering the product selection and configuration options.

-  An easy-to-use interface that would self-guide potential customers through product selection.
-  Integration of technical data across multiple selection options to determine product market fit.
-  A graphical interface designed for ease of use and understanding.
-  Reduction of time and friction in the specification process.

Online Product Specification Tool

The Stern EWS online product specification tool provides an easy-to-use interface for potential clients.



BENEFITS

- 1 Customers can search all products and filter results based on the 8 physical parameters.
- 2 Website visitors can find exactly what they need based on their individual requirements.
- 3 The complex products are easily identified and compared by their differences and benefits.
- 4 Stern EWS's customer service team is more available to provide assistance in other areas.

RESULTS



New product specification tool significantly shortened the product discovery cycle.



The tool encouraged better-quality lead submissions.



Distributors and end-users inquire with clearly defined fabric needs, enabling faster, more accurate order processing.

