

Case Study

TriMark USA

www.trimarkusa.com



Industry

Hospitality

Partner

Wakefly, Inc.

1800 West Park Drive, Suite 100
Westborough, MA 01581
USA

www.wakefly.com

Jon Baer

jbaer@wakefly.com

508-475-9930

Background

TriMark USA is the country's largest provider of equipment, supplies, and design services to the foodservice industry. TriMark offers foodservice operators an unparalleled level of service by combining the hands-on support and local market knowledge of a strong regional supplier with the purchasing strength, industry expertise, delivery, and installation capabilities of a national company.

Goals and Challenges

The main objective of this project was to rebuild TriMark's product catalog completely, as the client was reorganizing and recategorizing all of their products by class, group, category, and type. In addition to this categorization, TriMark was also adding all of their non-featured manufacturer products to the site. The catalog now features 165,000 products and boasts faceted search, new featured manufacturer pages, reorganized product detail pages, and enhanced featured manufacturer video pages. Wakefly also added "Add to Quote" functionality, which enables users to add products to a form and request a quote. These updates help TriMark showcase the breadth and depth of their offering.



Solution

The main thing that was implemented is faceted search, allowing users to drill down into categories better to get to a set of products that meet their search criteria. This was built using Smart Search. The Search Filter web part was previously extended to display the number of results for a given filter term by doing a search for each term and getting the count from search results. For example, assume there are 10 filter values for "height" and 10 filter values for "width"—selecting a height value of "0-50 inches" will remove any filter values in the "width" filter where there aren't products with a height range of "0-50 inches" for that width term. This was done by applying existing filters to the smart search result web part, removing any filters for the filter group that would be updated (i.e., so that selecting a height range of "0-50 inches" doesn't affect other filter values in the "height" filter) and performing nested searches for each filter term.

Case Study

The client also introduced a concept of a featured manufacturer, which affects the order of product search results. In the event that a manufacturer's featured status changes, the search index for that manufacturer's products would need to be updated. To deal with this, a custom event handler was created to check that a manufacturer's products were flagged correctly whenever a manufacturer document is updated. If necessary, those products will have their "featured manufacturer" flag set automatically and updated via the Kentico API, which automatically updates the search index.

The DropDownList form control was also extended so that when a selection is made and the form posts back due to dependencies, the currently selected value is retained.

The client requested that their products be available by category and subcategory in the main navigation menus. To accomplish this, Wakefly added a transformation to the navigation's hierarchical transformation for the site's product container document type. In that transformation, a QueryUniView web part was nested using a SQL query, pulling distinct category and subcategory values from the product table. An additional hierarchical transformation was added, which made the list of categories and subcategories work within the outer navigation and link to the product search page with the correct term selected.

The other big feature that Wakefly added was an "Add to Quote" functionality. Since TriMark does not sell products or provide pricing directly on its site, users are able to add items to a form and submit that to request a quote. When a user starts to build a quote, a GUID-based cookie is created for the user and creates custom table entries for the requested product and that GUID. When the user submits the quote request, an email is sent to the client containing the details of the requested products, then the related custom table records and the user's cookie is deleted.

Results

Visitors to the website can now more easily find products they are interested in by navigating through the faceted search. Prior to this update, there were only two levels of categorization of products, both of which were very broad. With this update, there are now 16 main product classes that drill down into individual groups, categories, and types. Additionally, users can also filter results by product details, including height, width, weight, etc.

Key criteria for choosing Kentico

The TriMark website runs on Kentico, so it was natural to build the product catalog in Kentico.