



[www.mullicanflooring.com](http://www.mullicanflooring.com)



# Mullican Flooring

Ntara

MANUFACTURING AND DISTRIBUTION  
DESIGN

Ntara utilized Ucommerce with Kentico to consolidate Mullican's fragmented internal workflows, resulting in a single source of truth for product data.

## Background

Mullican Hardwood Flooring has been producing beautifully crafted hardwood floors since 1985. Their reputation for making the highest quality hardwood floors and the value they place on protecting the Earth's natural resources is unmatched in the marketplace. But, due to competitive pressure and their desire to get ahead, Mullican started taking the steps toward digital transformation.

Bottom line—Mullican Hardwood Flooring's competition had better digital experiences. Mullican's legacy site wasn't responsive, it wasn't performing well on mobile, and their product data was in multiple locations and managed by multiple people. In addition, retailers were asking for their data in specific formats, and the marketing staff were limited by what they could edit and the efficiency of creating new content. These challenges resulted in a poor user experience with inconsistent content on retailer and dealer websites.

The Mullican team wanted to take initial steps toward digital transformation without alienating their dealer and distributor base. After identifying their need to scale, they began preparing both B2B and direct-to-consumer e-commerce channels.

To begin, they hired a consultant to help find a reliable digital partner that could help navigate the journey—that's when Ntara was selected as Mullican's digital agency of record to help navigate the journey of digital transformation.

## Goals

Mullican Flooring needed to transform their business into a digital-first mentality. They took a phased approach to digital transformation, which included four goals:

1. standardize and organize product data all in one place
2. select a CMS platform that is efficiently managed and editable by internal staff
3. build a solution that allows for future B2B or B2C e-commerce
4. design a competitive and enjoyable user experience that works on any device

*"By utilizing the Kentico CMS, we've decreased the time spent creating new products in the system by 85%. We've also seen a 48% reduction in time to get product information to retailers, a 59% increase in product page views, and a 14% increase in the number of samples ordered."*



**Heather Burke**  
Digital Marketing Coordinator  
Mullican Hardwood Flooring

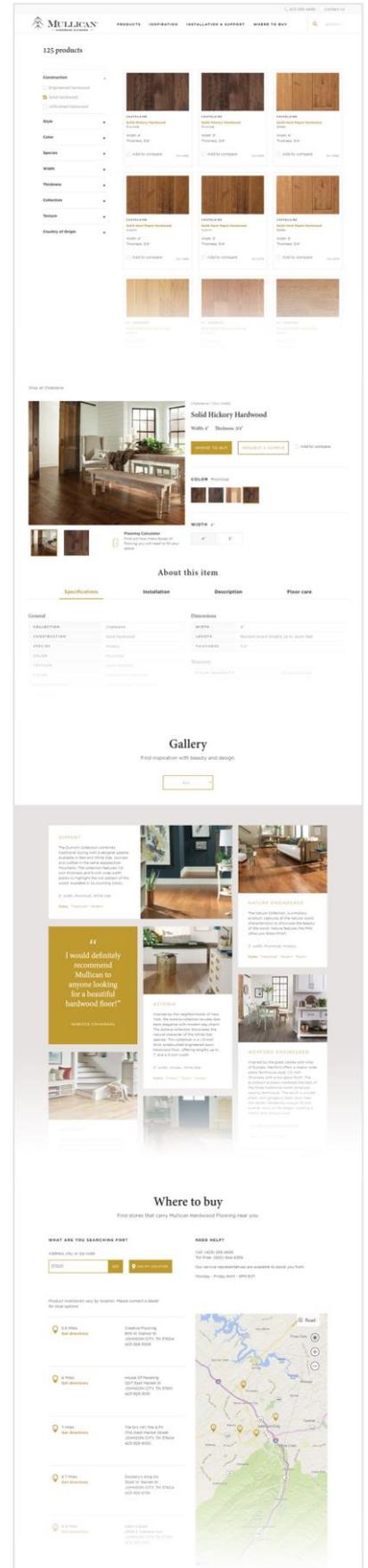
# Challenges

- Traditionally, Mullican Flooring has not been a digital-first company.**  
 The Mullican team was historically focused on building personal relationships with distributors and retailers through the sales team. They heavily relied on direct marketing channels instead of a robust and capable digital ecosystem.
- Mullican knew their direct customers but didn't know the end user.**  
 Since Mullican typically focused on its retailer and distributor network, they didn't know much about their end user—everyday American families, homeowners, and small business owners desiring beautiful hardwood floors. So, Ntara leveraged its proprietary nSight Customer Segmentation study to understand why and how end users make decisions during the purchasing process, and how digital is a part of that journey.
- Mullican couldn't connect directly with its end users online.**  
 Once a floor is installed in a consumer's home, their journey with a flooring brand typically ends unless the homeowner has a warranty issue. Without an organized and strategic digital foundation, the team couldn't properly stay connected with their end users. Creating new content, collecting customer data, and sending out emails was difficult, inefficient, and sporadic. Their legacy CMS was not empowering the marketing team to create timely content with great UX.
- Disparate, unorganized, and hard-to-understand product data.**  
 Inconsistent data most often leads to distrust from end users and commercial clients as well. Mullican's data was in multiple places and managed by multiple people. This led to different sets of data being presented to dealers, distributors, and retailers, and therefore, different data and content being showcased on those various websites.

# Solution

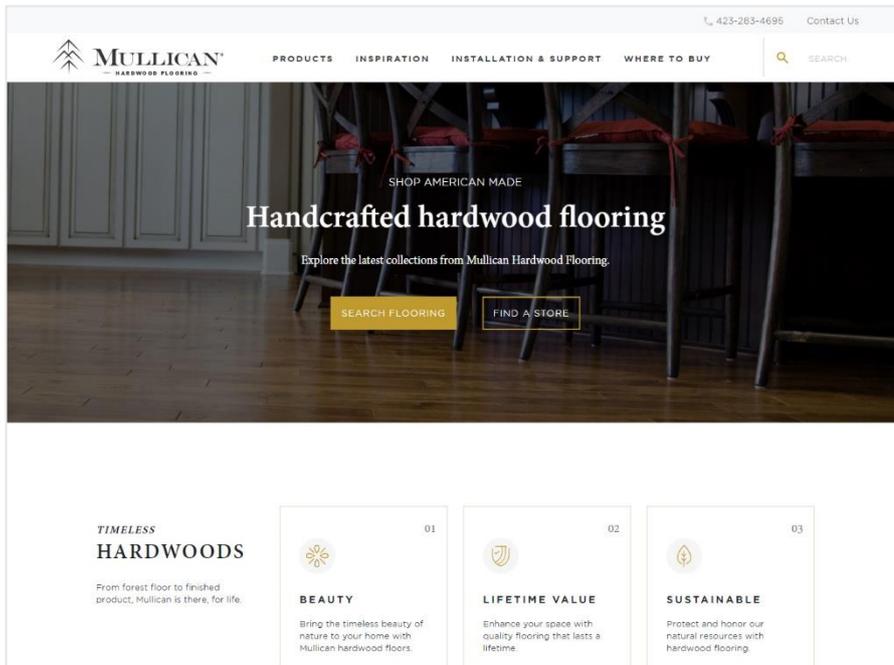
Mullican and Ntara worked together to completely transform Mullican's digital ecosystem. Barriers in their target users' digital journey were resolved with relevant content, organized product data, and seamless UX. And thanks to an integration with **Ucommerce**, Mullican became ready to scale for future e-commerce, with all their product data in one, organized place.

- Based on the results of the customer survey, Ntara segmented **personas** based on gender, age, income, region, and customer journey. Understanding these differences and the influence they have on purchases helped guide UX and content creation on the new site.
- Ntara's business analyst and development teams reorganized the product data and developed an integration with Ucommerce. Product data analysis was completed prior to organization of product



data to determine the best structure moving forward to keep data consistent across all channels.

- Ucommerce was leveraged to organize data and take the first steps toward future e-commerce implementation for the organization. With the Ucommerce tool, the product data on Mullican's website is being managed in one location, thus improving internal data processes and displaying accurate product marketing information on the site.
- A staging environment was implemented to give the Mullican team a place to review changes and share with executives and stakeholders prior to pushing changes live.
- Robust analytics were implemented to start **tracking user behavior**, identify areas for optimization, and plan for future site phases.
- Site updates are now completed quickly and easily through the Kentico CMS interface.



## Results

As the new site continues to gain traction, Ntara expects to see an increase in sample requests, document downloads, wayfinding to local dealers, and engagement with Mullican's interactive quiz, which gives professionals and DIYers alike a place to begin their project journey.

In addition to improving the customer journey, Mullican needed one source of truth for their product data. By utilizing Ucommerce with the Kentico CMS, Mullican not only gained a source of truth but now has access to a scalable and integrated solution that saves them time and money while providing a superior UX.



After the implementation of Kentico CMS, the time spent creating new products in the system decreased by 85%. Also seen were a 48% reduction in time to get product information to retailers, a 59% increase in product page views, and a 14% increase in the number of samples ordered.

## Key Criteria for Choosing Kentico

Mullican Flooring assessed multiple CMS platforms during the evaluation process with guidance from Ntara and their CMS scorecard. Based on their business objectives and needs, Kentico was selected due to several factors, including:

- efficiency, ease of use, and user-friendly admin interface
- the ability to change quickly with business demands and competition
- the combination of Kentico and Ucommerce enabled delivery of product data to retailers in a more consistent and reliable format
- their built-in accessibility testing
- built-in naming convention for URLs, which enables better SEO results
- the ability to deliver personalized content to site visitors based on personas, locations, and past browsing history
- scalability
- Kentico's history of success stories helping customers that were facing similar challenges

## Ntara

Ntara is a digital agency with world-class designers, developers, strategists, and interactive experts. We are dedicated to harnessing the combined power of strategy, design, and technology to solve the challenges of marketing and sales organizations. Our solutions increase revenue, lower cost, and boost productivity. Our team excels at the intersection of business strategy and consulting, creative digital innovation, and technical integration. And we specialize in three specific verticals: branded manufacturing & distribution, healthcare & institutions, and technology.



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