

Success Story: Hy-Lite Windows

Online Ordering Developed by Moser Broadens Consumer Market for Hy-Lite

"Moser Design is one of the best design firms out there and it's because they have incredible focus. They bring creative energy to every project and truly understand their clients' needs." – Bruce Oellerich, Marketing Manager

Read more to learn how. . .

- Hy-Lite taps into online shopping market
- Cart provides 80,000 window combinations
- Cart seamlessly integrates into existing website
- Maintenance tool allows easy updates by Hy-Lite

Scope of Work

- Design user interface for easy ordering according to customer window specifications and rough opening
- Develop back-end integration with product database
- Develop customer order tracking
- Develop database maintenance tool

Website Redesign by Moser Ushers in New Era

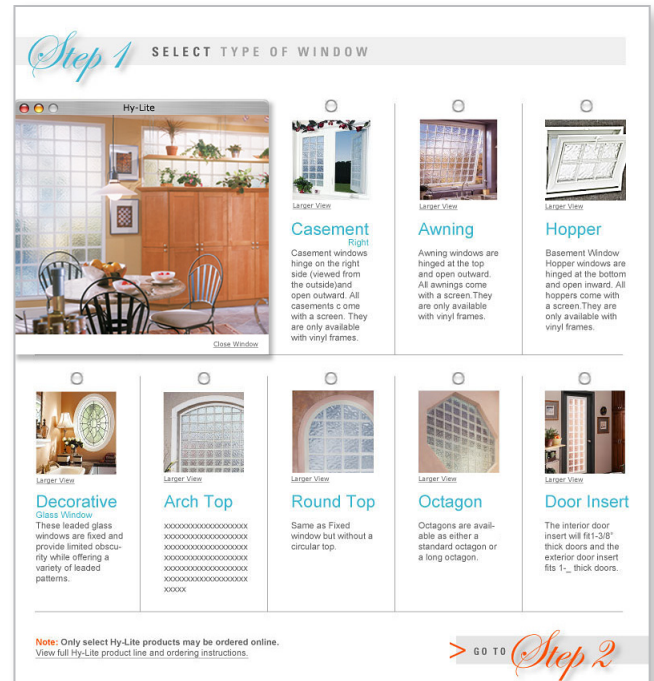
Hy-Lite asked Rick Moser to create a website that is more user-friendly, connects better with its key target audiences and conveys a brand image that is consistent with their new print communications.

Then they retained Moser to develop a shopping cart that allows customers to build the exact window they want from over 80,000 different options and purchase it for home delivery. For a company that previously only sold products direct to building professionals, this was a major step.

For Hy-Lite, this also involved major decisions. From deciding which products to offer online and in what sizes, to setting pricing, the company soon realized the project was a major but much-needed undertaking. But once the product decisions were made and product and pricing matrices were created, it was smooth sailing for Hy-Lite, mainly because they had Moser Design leading the project.

"We supplied Rick's team with the product data, and they took full ownership of the project, bringing in all of the creative, design and back-end development elements we needed to make this shopping cart idea a reality," said Bruce Oellerich, Marketing Manager.

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The Hy-Lite Build-a-Window shopping cart developed by Moser Design allows customers to build and ship custom windows.

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Build-a-Window Empowers Consumers With Choices

Prior to launching the new shopping cart system, Hy-Lite's sales were driven through building industry professionals. This new system put the world of Hy-Lite products right on the homeowner's desktop, allowing them to explore various combinations of window patterns and colors to build the right window for their home décor, based on the rough opening dimensions they input. This is possible due to the custom selection process Moser Design created within the user interface and back-end code.

In light of this method to cut out the middleman, it may be surprising that Hy-Lite's building industry customers are very supportive of the online shopping cart. This is due to Moser's ability to thoroughly think through an issue and spot possible pitfalls early in the process. Once a homeowner finishes the custom selection process, they have the option of ordering the window for direct shipment to their home – or printing out their design and using the site's Dealer Locator to find a professional who will order the product and even install it for them. This option at check-out has actually resulted in increased business for Hy-Lite dealers.

From a maintenance standpoint, shopping cart updates could have been a real nightmare as Hy-Lite's products, features and options continue to evolve. Moser Design worked to ensure this wouldn't happen by building a tool that allows Hy-Lite staff to update the database without Moser's involvement.

Feature Adds To Bottom Line

The Build-a-Window shopping cart paid for itself within two months after launch, netting over \$100,000 in additional sales in the first nine months. The cart has also increased website traffic and has been lauded as a success by customers, Hy-Lite management and the sales force.

The Results

- Greater website traffic
- Profitability after two months
- Additional business for dealer partners
- Easy product database maintenance

"The work that Rick and his team have done on this project surpasses my expectations. This has been an excellent experience from start to finish! I could not ask for a better outcome," said Bruce Oellerich, Marketing Manager.
