



Automation Aides

Case Study: From industrial distributor to international e-commerce.



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Focus: Industrial distributor of manual and electric torque wrenches, torque screwdrivers and leak test connectors.

Automation Aides has been serving the manufacturing and assembly industries by providing efficient and effective solutions to their torque and tooling needs for more than 55 years. They have built long-term customer relationships by addressing the complex assembly needs of their customers, built upon decades of first-hand experience.

Roland Vollman, president of Automation Aides had heard all of the stories about the opportunities for small businesses on the Internet but he was skeptical. Having checked into it, he knew there was going to be a sizable cost involved. Or so he thought.

Roland comments, "we looked at a number of website alternatives and any number (proposal) we got was well into the five digits, with no guarantee of results. That was entry level and it went up from there. It seemed like a big financial black-hole that we'd be jumping into."

Like so many small businesses, Automation Aides was faced with the prospect of making a choice about their website that they didn't feel comfortable with. They had considered trying to do it themselves but realized that they just didn't have the time or the skill to do it right.

The prospect of signing up with a website provider, giving them a lot of their hard-earned money with no assurance that they would see results, just didn't sit well with Roland. But, he knew he had to do something. Roland comments, "our situation on the Web before Cazbah was virtually non-existent. It was a hope and a dream, but never a reality."

Fortunately for Automation Aides, Cazbah was one of the companies they looked at to create their new website. Something about Cazbah caught Roland's attention. It almost sounded too-good-to-be-true.

Cazbah's simple pricing model made all the difference for Automation Aides.

He continues, "when Cazbah brought in their proposal, it was a flat fee. They answered all my questions on the front end. They were clear with me that for the price we'd get up and running on the Web."

Roland hasn't been disappointed. Cazbah delivered on their commitment, getting the new website designed, built and launched in short order. Better still, the new website performed better than he could have expected. He commented that, "we've had first-page presence on the search engines ever since, and our Cazbah website has probably brought us 30% of our new business."

Having a website that was performing and generating qualified leads was the shot-in-the-arm that the business needed. He commented that when the new website first launched, "orders were coming in slowly and we could see the growth over time. What was really nice about it was that most of the orders, and I mean 98% of the orders, were outside of our existing sales territory."

Roland didn't know it at the time, but his new Cazbah website would have a much more dramatic effect on Automation Aides than he had anticipated. He goes on to say, "Previously, our business model was that of an industrial distributorship in Philadelphia, PA, which covered a radius of roughly 150 miles from Philadelphia. Our territory took us to Washington, D.C.,

Becoming an international business seemed out-of-reach until Cazbah.

Hagerstown, MD and down to New York City, period. Now, since signing on with Cazbah, we see orders from Japan, Germany, and China. We're selling products to China!"

The Cazbah Solution

Automation Aides first signed on with Cazbah in 2007. For the past 8 years Cazbah has been providing Automation Aides with results on the Internet that have had a dramatic effect not only on the growth of the company, but also the type of business they are now doing on the Web.

Cazbah delivers results to Automation Aides in the following ways:

- **Results oriented website design.** Cazbah built Automation Aides website with Internet sales results in mind. Roland made it clear, up-front, that he wasn't interested in having a website for its own sake. It needed to generate leads and sales, in order to justify the expense.

Cazbah built Automation Aides new website to reflect their unique value to their customers. Roland comments, "I have to give kudos to the people back at Cazbah. They are the ones who looked at the cross-sectioned of what we were selling and said, 'you're experts in torque. We're going to focus on torque and torque tools. We're going to show that you are the experts, which you are.' They really took the time to identify and highlight the products on our website that our customers want and need."

- **Product and content specific search optimization.** By focusing their website content on Automation Aides' core competency and developing content and product specific web pages, Cazbah is getting Automation Aides to the top of the search results. As Roland commented, "...we've had first-page presence on the search engines ever since, and our Cazbah website has probably brought us 30% of our new business."
- **Qualified leads and repeat sales orders.** Having a comprehensive website that nobody can find is an exercise in futility. Roland knew this and put Cazbah to the task. Furthermore, a small business website should provide the 'means-to-the-sales-end.'

Cazbah continuously reviews the results of Automation Aides website with Roland, ensuring that he is getting the kinds of lead and sales that he can expect. Roland comments, "Contact from our customers comes in mostly via the phone or through emails. The repeat customer is the most gratifying part of this that I have seen."

- **Dedicated customer service and support.** Roland had heard the stories about other website service providers who 'take your money and run,' and he was understandably cautious when making his decision to join Cazbah. What he needed was a team of people who were dedicated to his company's success, not just their own.

Rolland said, "Cazbah has displayed an absolute vested interest in our business. If my dedicated account manager hasn't heard from me, he'll get in touch with me and ask me, 'what's going on?'" We have conversations about different marketing ideas, but more importantly he's always concerned about what they can do to drive growth and sales. This is very helpful, because it brings me back to thinking about our website, which is where it should be because that's where our growth is going to be."

The Bottom Line

Roland was hopeful that a new dynamic website would change his fortunes on the Internet. As he said, "our situation on the Web before Cazbah was virtually non-existent. It was a hope and a dream, but never a reality."

Now that the company is taking full advantage of the Internet as their main path to market, Automation Aides is seeing results that they could not have anticipated.

Roland comments, "I'd say **we're easily getting 75 - 100 contacts from our Cazbah website per week**. Our quote requests have also increased. **We're seeing a four-to-five-fold increase in sales leads**, since prior to having our new website with Cazbah. More gratifying than that is the fact that **we're locking down 50% - 60% of the quotes that we now put out**.

75 – 100 new customer contacts per week is what Automation Aides has come to expect from their Cazbah website.



Lessons Learned

Automation Aides got a new dynamic website and so much more when they signed on with Cazbah. Roland Vollman had the following additional comments to share:

- “We've recommended Cazbah to quite a few small businesses, one locally which I think just signed up with Cazbah.”
- “We've gotten a terrific value out of the relationship, both intrinsically and financially. Everything flow so nicely with the credit card processing, the communications with the customers, and communication with Cazbah. It just adds so much to the business that we really enjoy.”
- “I think I could be considered as a delighted customer and I will continue to recommend Cazbah to many others.”

Roland Vollman is delighted with the results he's getting from his Cazbah website. .