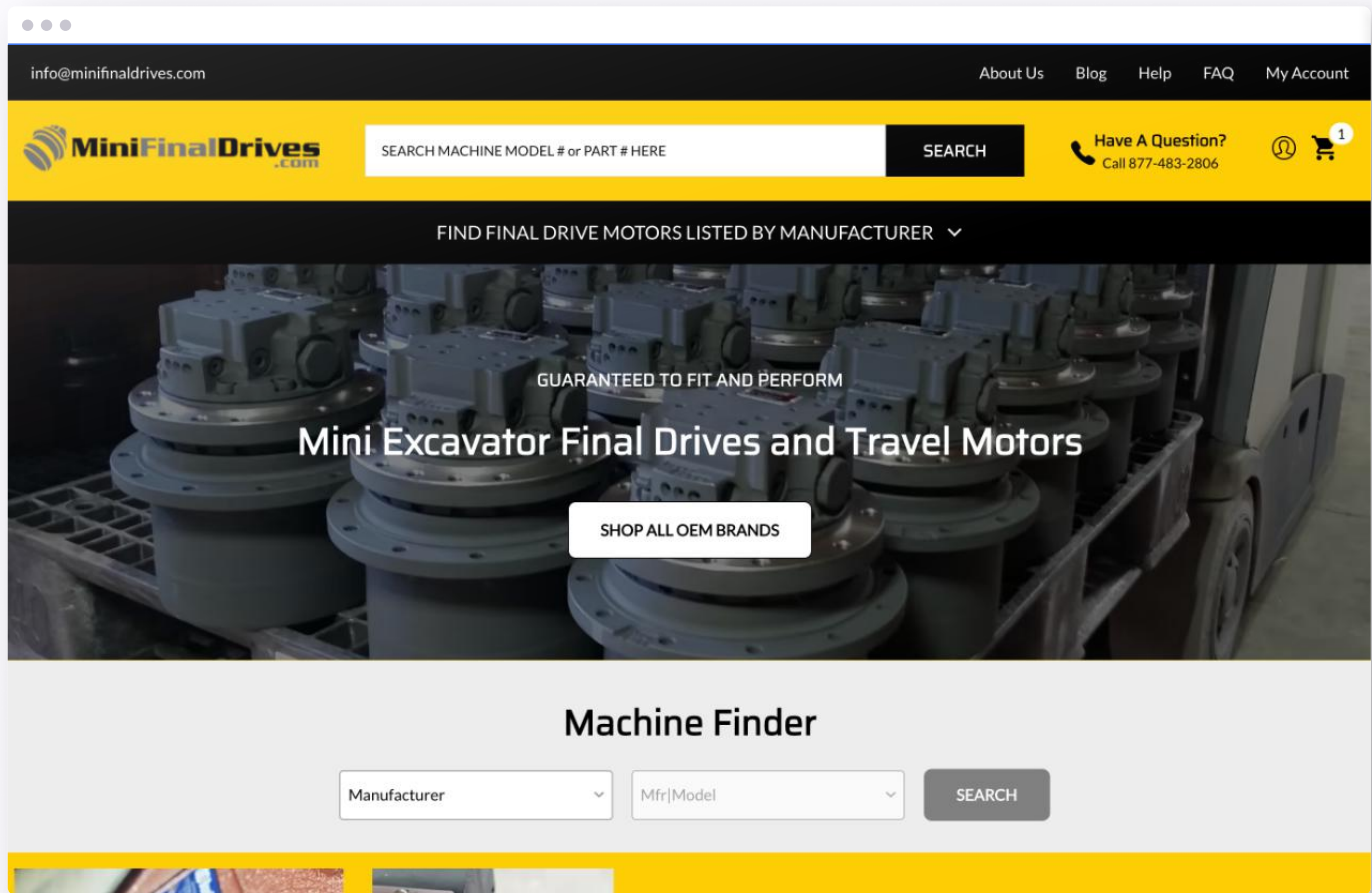


CASE STUDY

Mini Final Drives Increases Percentage of Online Orders Using Premium Checkout



BUSINESS

Mini Final
Drives

INDUSTRY

Heavy Equipment
Parts

FOUNDED

2012

LOCATION

Salisbury, NC

EMPLOYEES

4 Full-Time

WEBSITE

minifinaldrives.com

“With time, more and more people who prefer phone orders now will want to check out online. The more efficient we can make that process—from reading about the product and finding it to checking out—the better that will improve our customer satisfaction and our sales.”



BACKGROUND

Creating Better-Quality Hydraulic Motors for Less

Doug Miller's grandfather started the family's first business in the early 1950s, as the first independent garage in the Carolinas that could rebuild hydraulic planetary automotive transmissions. After training in that business, Doug's father spent his early years servicing equipment and sourcing parts for major heavy equipment dealerships. His experience there introduced him to the inefficiencies of hydraulic drive motors used by most heavy machinery, which can break often and be expensive to repair. When he later started his own parts business in an effort to see how he could make the repair process cheaper, he developed direct relationships with manufacturers to source components for a fraction of the traditional price. With a combination of engineering and machine work customization, he found a way to offer customers better motors that saved them thousands of dollars.

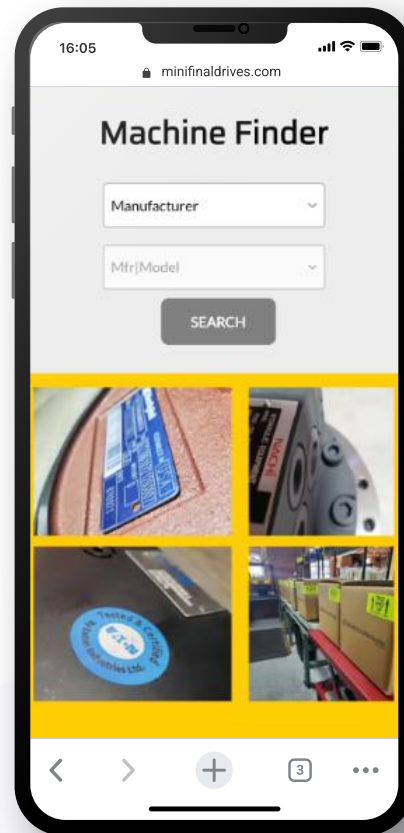
Doug took over in 2012 and started Mini Final Drives, a third generation of the family business focused specifically on final drive motors—hydraulic motors that turn the tracks on excavators. He expanded their online footprint beyond their original eBay store by opening a dedicated online store with Volusion. "Eventually," states Doug, "our competitors [the dealerships] became our customers because we were often able to get them better quality products at a cheaper rate." Now, Mini Final Drives is focused on expanding their reach and customer base online.



THE CHALLENGE

Encouraging Mobile Orders Over Phone Orders

As mobile search began to accelerate, Doug's sales process moved from customers calling to order parts—often directly from their worksite where their machines had broken down—to simply purchasing replacement motors on their phones. Mini Final Drives needed an online solution that would be responsive and make the order process easier. "More often than not customers find us online and call us, because it's a big dollar amount and they want to know what the catch is—why we're offering it for much less," states Doug. "We don't mind the calls, but from an efficiency standpoint, the more people we can get to check out on their mobile phone or tablet or desktop, the quicker and more secure it is for us." Eventually, Doug began to consider what he could do to make the online checkout process more seamless for customers.

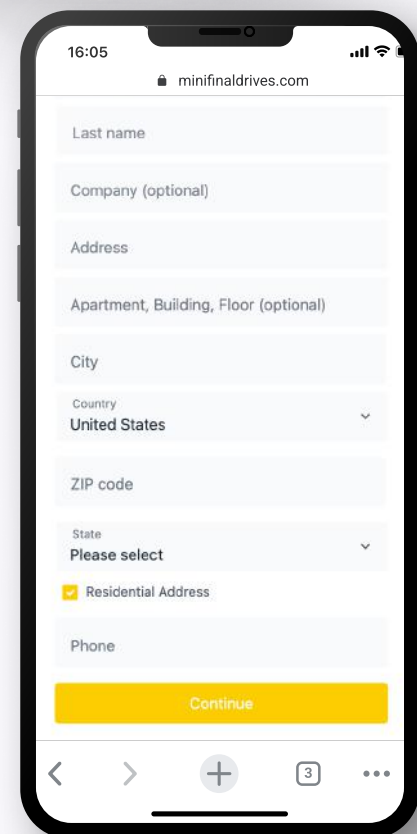


THE SOLUTION

Volusion's Premium Checkout

Premium Checkout, Volusion's upgraded checkout experience, couldn't have become available to Doug's business at a better time. The new release on Volusion's existing ecommerce platform simplifies the purchase process for online business owners and their customers alike. Its simple, linear flow is presented with a clean design that encourages customers to complete their purchases quickly and with ease, whether on their desktops or on-the-go.

The benefits of Premium Checkout for ecommerce businesses cannot be understated. The feature helps shoppers experience less friction at checkout, leading to fewer abandoned carts, higher conversion rates, and strengthened customer trust. The innovative technology behind Premium Checkout also ensures that no additional plugins—which can make the checkout process slower and less secure—are needed to provide an optimal experience.





RESULTS

A Better Checkout Process at the Flip of a Switch

Premium Checkout's impact on Mini Final Drives' online success has been indisputable. According to Doug, *"The real nugget of the story is that we saw a noticeable improvement and increase in the number of people who were able to check out online on their own."* Out of all the benefits of Premium Checkout, here are the ones that Doug and his family have noticed most prominently:

Seamless Setup and Enablement

Overall, Doug found that switching from his previous checkout experience to Premium Checkout on his Volusion account was simple and straightforward. *"It was really a non-event for us—just the flip of a switch. All I had to do was turn it on, upload a logo, set a few other options, and start running with it."* With this quick turnaround, Doug was able to begin offering his customers an optimized checkout experience in just a few minutes.

Setting Expectations Mid-Order

One aspect of Premium Checkout that surprised Doug was the ability to display custom messages throughout the checkout process. *"I found that very helpful during the pandemic because shipping became a headache,"* states Doug. *"Returning customers expected delivery in about two days, but pandemic delays meant that delivery sometimes took a week, and we'd get angry calls. We used those custom messages to coach people through the checkout process and provide warnings."* This seemingly small action cut down on the amount of calls and emails Doug received from customers wondering where their deliveries were.

A Smooth Experience on Mobile Devices

When Doug started the business, very few customers were using their phones to make online purchases. But as technology has changed and younger generations enter the workforce, Doug has noticed a shift in the overall comfortability of placing high-value orders online. *"Premium Checkout is great on smaller screens—so mobile devices—and that's helpful in meeting our customers where they're starting to be more often."* This is beneficial because it means that Doug's customers can order online on their phones from their worksites instead of waiting until they get back to their homes or offices.

Significant Increase in Online Transactions

Not only was Doug receiving less customer service calls; he was also receiving more online orders without call-ins for more information or assistance. *"I went back and looked at some of our transaction data from the time we enabled Premium Checkout to present, and we saw a 50% increase in the amount of orders that are completed online versus by phone. So it clearly made a difference."* As Doug's customer base continues moving from call-in orders to online, Premium Checkout will ensure that there is no friction in the process.