

AIRTRON GAINS MORE POWER AND CONTROL AND SEES AN INCREASE IN SALES AFTER OPENING 10 ONLINE STORES VIA CONTRACTOR COMMERCE.

“Some of the divisions didn’t sell a single filter. Now we sell thirty to fifty a week.”



SITUATION

Airtron is a national residential HVAC company that works on HVAC installations across North America. The company also provides its residential customers with air filters, which need to be replaced on a regular basis. Airtron wanted to keep up with this ongoing need but had yet to find a cost-effective solution to do so.



“THE CUSTOMERS COULD GO TO AMAZON AND GET THE SAME FILTER FOR HALF THE PRICE.”

“We had a filter program in the past and it really didn’t gain a whole lot of popularity,” said Jeremy Shellabarger, DTS Infrastructure Operations at Airtron. “It didn’t make sense, and our technicians weren’t comfortable selling something that was so expensive when the customers could go to Amazon and get the same filter for half the price.”

At the time, Airtron worked with a vendor that handled ecommerce orders and fulfillment. However, the integration was complex—Airtron was required to build a new website with custom code to integrate with the vendor. Furthermore, Airtron had no control over the site or the products it sold.

“The vendor was a bit antiquated,” said Jeremy. “Basically, the vendor dictated what was on the site and what was not.”

Airtron sought a solution that allowed more control over its products and provided a simpler experience for both the company and its customers.



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Working with the Contractor Commerce team is simple. It’s great. They’re understanding, and they will do anything possible in their power to accommodate your needs.

Jeremy Shellabarger

DTS Infrastructure Operations | Airtron

Airtron is now able to provide **a more complete and streamlined service** for its customers.



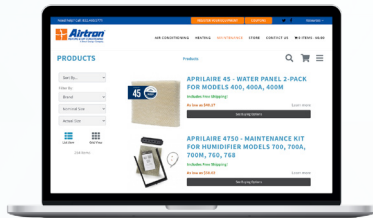
SOLUTION

Airtron chose Contractor Commerce to manage its ecommerce store and fulfillment, and according to Jeremy, the initial integration was very simple.

“To initially get it set up on our website, it was as simple as going to your portal, grabbing the code snippet, and popping it on our website, and bam—the store shows up,” said Jeremy.

The store management process also provides more control for Airtron.

“From the portal, you have the option to pick and choose what you sell and what you don’t sell,” said Jeremy. “If you don’t sell an item, you get rid of it. It’s as simple as deleting it from the portal, and then it automatically translates that to the website. Your pricing is also flexible, so if you want to individualize the pricing, you can.”



**“WE HAVE THE ABILITY TO DICTATE
WHAT WE’RE SELLING AND HOW MUCH
WE’RE SELLING IT FOR.”**

Thanks to the Contractor Commerce stores, Airtron is now able to provide a more complete and streamlined service for its customers across ten regional divisions

“With Contractor Commerce, we have the ability to dictate what we’re selling and how much we’re selling it for, and we control the profit margins from our side,” said Jeremy. “Before, everything was more in the hand of our vendor, but Contractor Commerce gives us more control and more power.”

RESULTS

Increase in sales

Now that it’s selling significantly more air filters thanks to Contractor Commerce, Airtron has set a goal to sell \$1 million in filter sales in 2021. “With our old vendor, some of the divisions didn’t sell a single filter,” said Jeremy. “Now we sell thirty to fifty a week.”

Well-priced solutions for customers

“Our customer service representatives are excited to get the online store going and be able to provide the customer with another service,” said Jeremy. “It’s an added service for us. We offer service plans, we offer maintenance tune-ups, and now the online store is another piece. It’s good for the customers.”