

HOW MCAFEE HEATING AND AIR CONDITIONING SAVED 10 HOURS PER WEEK OF ADMINISTRATIVE TIME AND ACHIEVED AN IMPRESSIVE 22 PERCENT GROWTH IN FILTER ORDERS

McAfee found both **an easy-to-use platform** and **a true business partnership** in the Contractor Commerce team.



SITUATION

McAfee Heating and Air Conditioning has delivered dependable, top-quality HVAC services to the Dayton, Ohio, area for over three decades.

In the past, McAfee service technicians stocked HVAC filters on their trucks and delivered them directly to customers. However, stocking various sizes was labor intensive and demanded a lot of space on each truck. It quickly made sense for McAfee to start offering filters online.

“We made arrangements with a local filter provider to supply our customers with filters, and everything worked fine for a while,” said Keri Chorazewitz, Vice President of Operations. “But then, we started our Omega Plan.”

The number of customers joining the Omega Plan grew exponentially, causing the ordering and fulfillment of filters to require more service hours than McAfee wanted to spend.

“On top of the rapid customer growth, the manual process was prone to errors, and correcting mistakes was complicated and time intensive,” said Keri. “We needed an order and fulfillment process that could grow with us as we grew our Omega Plan.”

That need led McAfee to Contractor Commerce.



The number one reason why anyone should do business with the Contractor Commerce team is that you can trust that they are going to do what they say they are going to do.”

Keri Chorazewitz

Vice President of Operations
McAfee Heating and Air Conditioning

Contractor Commerce's **innovative ordering interface** enables McAfee's **efficient and direct shipments** to customers.



SOLUTION

Contractor Commerce provided a game-changing e-commerce solution to McAfee that addressed the HVAC company's operational challenges and growth ambitions. Contractor Commerce streamlined the filter ordering process for both technicians and customers.

"What we wanted in a platform was ease of use, and what we wanted in a partner was professional responsiveness and a sense of urgency when it came to fulfillment," said Keri. "We got both of those things from the Contractor Commerce team."

"The Contractor Commerce team continuously looks toward the future, resulting in the development of innovative ideas—things I've never seen before," said Keri. "Ultimately, it's absolutely going to help us continue to grow."

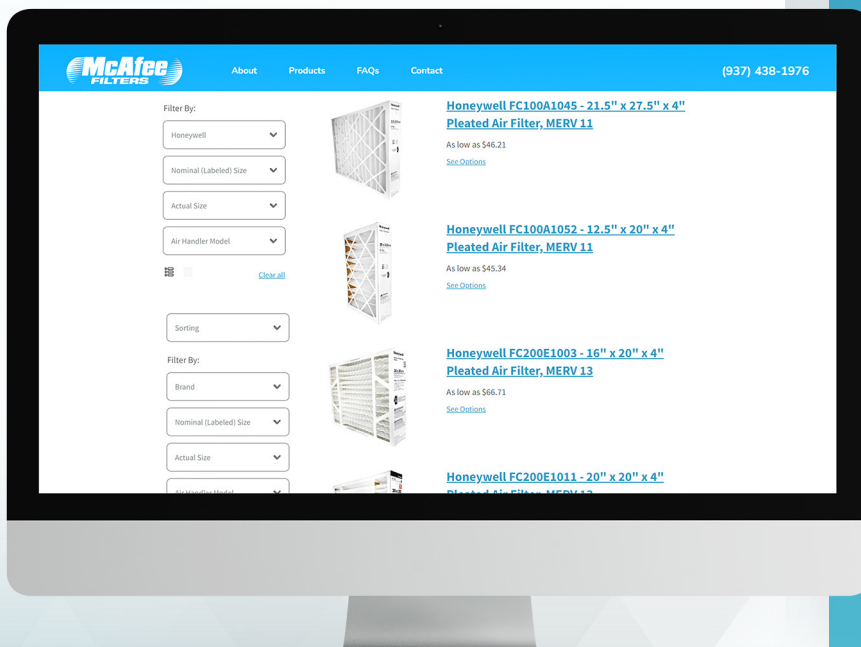
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The Contractor
Commerce
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and provides
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Keri Chorazewitz

Vice President of Operations

**McAfee Heating
and Air Conditioning**



Contractor Commerce's **ease of use and transparency** allowed McAfee to build **trust and loyalty** with their clients.

RESULTS



Saved 10 hours of administrative time per week

Before McAfee began using Contractor Commerce's e-commerce platform, the company devoted hours to completing laborious, manual tasks. "Some weeks, we could spend more than four hours ordering filters with all the steps we had to follow, and another three to six hours a week managing orders, addressing errors, conference calls, and working to smooth things over with customers," said Keri. "Now, administering the filter program takes just a few minutes."



Increased operational efficiency

With the ability to upload bulk orders and have them directly shipped to customers, McAfee experienced a remarkable improvement in operational efficiency. The previously labor-intensive, error-prone process was transformed into a smooth and hassle-free operation. "We're able to focus on the rest of the work to be done and meeting the needs of our customers that are unrelated to filters," said Keri.



Enhanced customer satisfaction

Customers who rely on timely filter deliveries expressed their satisfaction with the improved ordering process. The ease of use and transparency allowed McAfee to build trust and loyalty with their clients.



Enjoyed 22 percent customer growth

"We've experienced 22 percent growth in filter orders compared to last year," said Keri.