

PayPal CASE STUDY



Distributed Energy Company Jolts Sales with GoECart and PayPal

As this online retailer of power generators, supplies, and services outgrew the abilities of its first eCommerce provider, it turned to GoECart and PayPal and has never looked back.

Company Name:

Distributed Energy Company, Inc.

HQ:

Williamsburg, VA

Industry:

Power Generator Systems

Years Selling Online:

7

Web Site:

OnSitePowerGenerators.com

Distributed Energy Company, Inc. helps ensure that businesses and homes keep their power up should an electrical outage or disaster strike. The company specializes in standby power generator systems that run on natural gas, propane, and diesel. And the Williamsburg, VA-based merchant provides the services and replacement parts necessary to keep those generators humming.

While the face of the business is its e-Commerce presence at OnSitePowerGenerators.com, it also maintains warehouses in Virginia, Texas, Arkansas, and Florida where the company stocks most major home standby and commercial generators and transfer switches.

Since the company launched its web site in 2003, growth has been strong and steady. However, as its business sales increased within a few years after launch, its web site developer could no longer keep pace with the growth. "As we sold more equipment, we discovered more limitations with the software being used for our site," says Craig Currie, President at Distributed Energy Company. "We knew that if we wanted to be able to continue to grow, we were going to have to find an e-Commerce partner and a shopping cart that could get us there."

Another planned key change for the site would be acceptance of the PayPal payment method. "I studied a number of shopping cart providers and some had PayPal while others did not. The reality was that if they did not provide PayPal, I was not going to use them. The ability to accept PayPal was a very important part of our changing shopping cart providers," explains Currie.

GoECart, PayPal: Teamed for Growth

After careful evaluation, Distributed Energy Company selected GoECart, a leading provider of on-demand e-Commerce solutions that provides merchants and retailers of all sizes with innovative, e-Commerce solutions they need to successfully meet the challenges of the ever-changing web.

And much of that success rests on the quality of the entire checkout and payment experience. Consider the findings of a recent study by Forrester Research – last year the average shopping cart abandonment rate reported by online retailers was

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President, Distributed Energy Company, Inc.

"We knew we needed a change so that we could better manage our site, and grow our sales. And by partnering with GoECart and PayPal, we achieved that and much more. It's been a great move for us."

—Craig Currie
President, Distributed Energy
Company, Inc.

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51 percent, and about one-fourth of retailers the research firm surveyed reported that number was higher than in the previous year. To win against those seemingly daunting odds, GoECart helps OnSitePowerGenerators.com and hundreds of other retailers to sell more merchandise online and compete more effectively. GoECart's proven technology solutions offer the ultimate in reliability, scalability, and flexibility demanded by the world's busiest e-Commerce sites and the rich, immersive experience expected by today's savvy web shoppers. "We sell generators, which can be very dependent on the weather," says Currie. "The year we started with GoECart, there weren't any hurricanes and we were still able to increase sales."

Currie quickly noticed the dramatic increase in sales after turning to GoECart and PayPal Express Checkout. "Within a few weeks, we could tell we were getting more orders from the web site. Even in a down economy, we increased our sales 30 to 40 percent," Currie says.

Rapid Integration, Swift Sales Lift

GoECart integrates with all of PayPal's most popular products, including Website Payments Standard, Website Payments Pro, Payflow Gateway, and Express Checkout. According to an August 2009 independent report by Forrester Research, Inc., titled, "Help Your Customers Cut Through the Alternative Payments Clutter," PayPal has the highest penetration of all alternative payment options, with 72 percent of US online buyers having PayPal accounts. It also is the one of the most widely recognized and used alternative payment methods: 92 percent of US online buyers have seen or heard of it.

For quick and easy PayPal payments, merchants turn to PayPal Express Checkout, which runs in concert with regular checkout flow: customers select items they wish to buy just as they normally do; then, during checkout, they simply choose PayPal as their payment option. Buyers then are transferred to PayPal's secured and hosted web pages for approval. These pages can be customized to match the look and feel of existing merchant web sites. Once the transaction is completed, customers are returned seamlessly to the merchant's site.

And no matter how complex the e-Commerce site, Express Checkout integrates smoothly with back-end systems and workflows for easy management of fulfillment, sales tracking, and order history. This makes Express Checkout ideal for merchants to complement their existing payment options, and Express Checkout tightly integrates with existing order and sales systems.

OnSitePowerGenerators.com also has taken advantage of money-saving programs provided by PayPal. "PayPal offered a program that gave us 2 percent cash back, which we were able to add to our margin or offer as an incentive to customers. That made it possible for us to compete better because our competitors couldn't offer that deal without it coming from their bottom line," says Currie.

Currie also appreciated the newfound flexibility and power GoECart provided when it came to managing the site. "Web site development is so well done I can put product information in myself, and no longer have to depend on a web developer. GoECart also positioned us well in the search engines," he says. "We have been very pleased with GoECart. Long after we signed with them, their account management team took a personal stake in our sales and success."