



Tadhg O'Connor

Client Success Story



Company Background

Tadhg O'Connor is a well-established supplier of building materials, furniture, and related products, operating multiple branches in Ireland. With a history of serving local contractors and trade customers, the business has built a reputation for reliability and strong customer relationships. Prior to adopting an ERP integrated B2B ecommerce solution, most sales were handled by in-store staff and phone orders, with limited online presence for catalogue purposes only.

Challenge

Before implementing a digital ordering platform, Tadhg O'Connor faced several operational challenges that limited efficiency and growth. Orders were primarily managed by in-store sales representatives and over the phone, which created a high volume of calls and slowed down order processing. These limitations highlighted the need for a solution that could reduce administrative workload, improve customer access to information, and support the business's ambition to expand nationally.

Key issues:

- **High volume of inbound phone calls asking about stock availability, store hours, and pricing.**
- **Reliance on in-person and phone-based sales limited the company's ability to scale or reach new geographic markets.**
- **Managing multiple branches and trade pricing manually was inefficient and error prone.**

BENEFITS

- Customer self-service
- Error reduction
- Accurate pricing
- Real-time stock visibility
- Company expansion
- Future digital improvements

COUNTRY

Ireland

- **Limited visibility for customers into their accounts, invoices, and purchase history created additional workload for the accounts team.**
- **The business risked falling behind competitors adopting digital sales channels.**

Tadhg O'Connor recognized that continued growth would require a solution that could help them reach a broader customer base, including nationwide orders.

Solution

Tadhg O'Connor implemented Experlogix Digital Commerce integrated with their ERP system, focusing on B2B functionality to support builders and trade customers. Key elements of the solution included:

- **Real-time stock visibility across all branches.**
- **Customer-specific pricing based on trade accounts, fully integrated with ERP data.**
- **Online access for customers to view invoices, statements, and account balances.**
- **Click-and-collect functionality to reduce time spent in-store.**
- **A platform flexible enough to accommodate multiple branches and varying product availability.**

This approach allowed Tadhg O'Connor to digitize core ordering processes while maintaining personalised pricing and service for trade customers.

Result

Following the Experlogix webshop go-live in January 2020, Tadhg O'Connor saw immediate and measurable changes which included:

- **Inbound phone calls about stock and store information decreased by approximately 80%.**
- **Customers were able to pre-order online and collect in-store within minutes, significantly reducing queue times.**
- **Online sales enabled the business to expand beyond local markets, reaching customers nationwide and in Northern Ireland.**
- **Accounts and customer service teams saw reduced administrative workload as customers accessed invoices and statements online.**
- **The platform supported high-volume ordering during the COVID-19 lockdown, allowing TOC to sell stock that had previously remained in warehouses.**
- **TOC became a leader in Ireland for dispatching paint nationwide via couriers.**



Outcomes

The Experlogix webshop implementation resulted in tangible operational and business outcomes such as:

- **Faster order processing and collection for trade customers.**
- **Reduced dependency on phone and in-person ordering, freeing staff to focus on other priorities.**
- **Increased reach, enabling sales growth in regions outside the company's traditional local market.**
- **Improved customer experience through online visibility of stock, pricing, and account information.**

“We would definitely recommend Experlogix. For us, the most important thing is that our trade customers can log in and purchase at the same prices they would get from a sales rep or in-store. Orders are ready when they arrive, which saves time for them and for us. It's a more efficient way of working, and it really makes a difference.”

– Michael Sheehan, *Ecommerce Manager*

Tadhg O'Connor's experience shows how a well-integrated B2B eCommerce solution can transform operations, reduce workload, and open new markets. By giving customers real-time stock, pricing, and account access, the business has increased efficiency and expanded its reach nationwide.

If you are looking to enhance your building supply business, now is the time to explore how a connected eCommerce platform can deliver the same results. Take the first step today and see what it can do for your team and your customers.

[Want to learn more?](#)

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Benefits

- **Customers can conduct self-service ordering at their convenience, supporting higher order volumes without increasing staff.**
- **Trade account management is automated and consistent, reducing errors and ensuring accurate pricing.**
- **Real-time stock visibility improves inventory utilization and reduces lost sales due to stock-outs.**
- **The business is equipped to expand nationally, with processes in place to handle orders efficiently across multiple branches.**
- **The platform provides a foundation for future digital improvements while maintaining the customer-focused approach that defines TOC.**