



CASE STUDY

Buechel stone

Buechel Stone gets a leg up on their competition by providing a better online experience to architects, engineers and contractors with Concora's Digital Experience Platform.

OVERVIEW

Since 1964, Buechel Stone has handcrafted some of the best, most durable and sustainable natural stone in the industry utilized in both commercial and residential architectural projects.

CHALLENGES

"Some of the biggest challenges that we faced was competition and to differentiate ourselves, we need to use technology, especially through the pandemic. **Concora has helped us represent a breadth of products in the right way and being an extension of our brand**"

Tracy Lisowe, Director Marketing, Buechel Stone

01

Buechel Stone has historically relied on social activities such as face to face meetings and lunch and learns to conduct business. With the challenges posed by COVID, those options have all but dried up.

02

They realized the digital approach, especially the website, is of paramount importance because the existing design community's desire of needing important technical product content to specify their products.

03

Concora has helped Buechel Stone reach more AEC's with DXP by getting their products out to a wider market and thus enabling AECs to find exactly what they're looking for in an efficient, safe and optimal manner.

OBJECTIVES

The team at Concora set out to help Buechel Stone by focusing on the following objectives:

Have a great web experience

We must enable AEC's to easily access Buechel Stone's products at any time, no matter what phase of the project and give them exactly what they need to move forward.

Increase lead generation

Buechel Stone customizes their stone work for each project so gaining visibility on which AEC's are visiting their website is paramount.

Being able to capture contact information of AEC's allows Buechel Stone to contact them faster and therefore accelerate customizations of their stone products for each customer.

Become an extension of Buechel Stone's Brand

Buechel Stone views Concora as a partner that maximizes their brand with the DXP and separates them from the competition.

To do that, Concora must present Buechel Stone's products in an accessible fashion and as a supportive partner that represents the best of what Buechel Stone has to offer to the AEC community. Doing so will create business between the two parties.

SOLUTIONS

"Concora has helped with the web experience by expanding on what we already have, by **personalizing the AEC experience and providing the best of resources no matter where they're at with their project.**"

Tracy Lisowe, Director Marketing, Buechel Stone

- 1 Concora deployed Buechel Stone's web experience in 60 days complete with custom built high quality digital models and images for all 163 products.
- 2 Concora also ensured that all product data was accurately applied to Buechel Stone's products for distribution to the AEC's community.
- 3 Concora trained Buechel Stone to be fully self-sufficient in using DXP to manage their own technical product content.

BUSINESS IMPACT



"What's important is that **Concora is an extension of our brand** because resources at every stage in the project makes a huge impact of what we do differently from everyone else."

"And they really listen and set expectations so that we can now get to where **we need to be right away with results.**"

Brianne Lisowe, Marketing Coordinator
Buechel Stone



The Concora team has greatly increased Buechel Stone's business and reach within the AEC community via the implementation of Concora's DXP.

They have given Buechel Stone the ability to do business in a way that separates them from their competition and will enable them to thrive in the ever evolving digital marketplace.

**"Concora
is an extension
of our brand"**

Brianne Lisowe, Marketing Coordinator
Buechel Stone