

### Case Study

# Millennium Seating leveraged Cart Storefront to pivot from consulting to ecommerce



## The company

Originally a kitchen equipment vendor established in 1984, Millennium Seating transformed into a commercial furniture provider in the late 1990s. Through its reinvention, the company shifted to an ecommerce model, providing business-to-business commercial furniture online only.

“We go deep, as opposed to broad, in our specialized niche.”

—James Savitske

Customer Experience Lead for Millennium Seating

## The challenge

Millennium Seating needed unique ecommerce features to maximize opportunities that typical ecommerce platforms couldn't handle, including:

- Lack of product variability
- Limited capacity to work with custom quotes for business-to-business companies
- Inability to provide a fully branded shopping experience, with the resources to explore and engage with a storefront while minimizing technical hassle

## The solution

Millennium Seating turned to Cart Storefront for a fully supportive shopping experience partner with scalable pricing and powerful site functionality. Cart Storefront provided the brand with:



A wide range of product SKU variability and the ability to generate custom quotes per order, giving them the capacity to platform the entirety of its massive catalog



In-house customer and technical support to guide the brand through handling critical issues or significant customer transactions

## The result

With Cart.com as its ecommerce platform, Millennium Seating was able to break out as a competitive business in its space.



Customers were wowed with the easy-to-use design and experienced seamless access to the myriad of options in the product catalog



The technical storefront infrastructure and accessible customer support diminished loading times and kept users shopping for longer periods of time

“Make sure your platform delivers the functionality that you need like [Cart.com] does for us. Take a holistic view of your company and look at it from an owner’s perspective and a customer’s perspective.”

**-James Savitske**  
Customer Experience Lead for Millennium Seating



## The numbers

**35%**  
increase in  
website page  
visitors

**50%**  
reduction in page  
load speeds

**24%**  
reduction in visitor  
bounce rate

Build the ultimate end-to-end shopping experience with Cart Storefront.

[Learn more](#)