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Klein Tools
Makes the Most of
360 Degree Photography

Industry: Manufacturing

Pain Points
- Outdated product content
- Shift in consumer shopping behavior

Results
- Leader in 360 SKU coverage on homedepot.com
- 18% decrease in return rates on homedepot.com
- 23% increase in sales on grainger.com

As a family-run corporation since 1857, Klein Tools is onto its sixth generation of leadership, making it even more important to equip the next generation with the technologies and resources that will drive success. In order to address the behavioral shift towards eCommerce , Klein Tools needed to develop a new customer experience strategy and invest in transformative digital technology such as 360-degree photography.
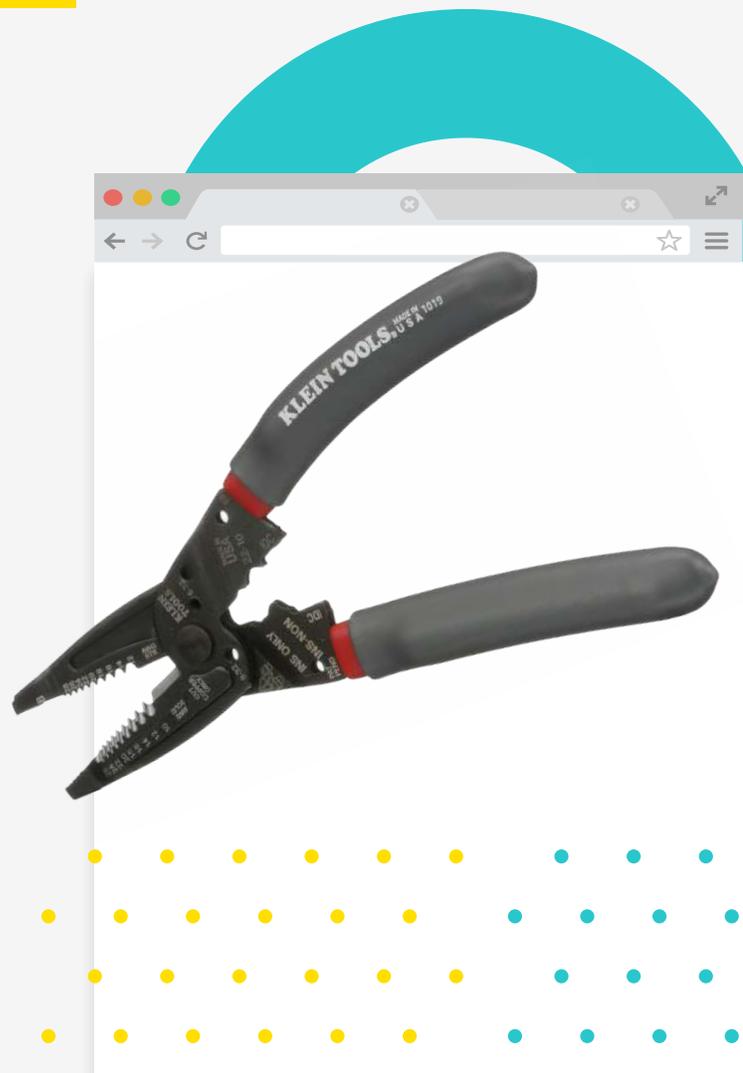
Making the Digital Shift With 360 Degree Photography

Years ago it was common for a Klein Tools salesperson to walk into a meeting with an enormous 300-page printed catalog displaying all of its product lines. Recently, the team received feedback that customers were primarily researching products online, through social media, and on distributor websites like homedepot.com and grainger.com. They also recognized that most of the electricians who utilize digital tools are out on the field, searching on phones or tablets.

The response by Klein Tools was to create an interactive online catalog. "With an interactive catalog, we knew we could provide our customers with a better digital experience than just hosting static PDFs," said Greg Palese, vice president of marketing at Klein Tools. "Distributors like Grainger have communicated the impact that interactive 360-degree spins have had for their product offerings, so we knew this would be a good solution."

360° Image Capture Improves Consistency & Efficiency

Initially, the process for choosing certain products to spin was very ad hoc, but after seeing results the team implemented an internal process to photograph 360-degree images for all new products. Standards have been set as to how to best photograph each type of product in conjunction with the Snap36 team which provides insights on best practices. By having consistent imagery across all digital platforms, Klein Tools is able to increase brand loyalty and consumer trust.

"By creating a more efficient process, we've seen quicker turnaround times, and Snap36 has provided us with a premium level of support," said Taniel Khamo, online marketing manager at Klein Tools.

"Both companies have invested time and energy to guarantee fast delivery of 360-degree images to our customers and distributors. The process has improved tremendously with the automated photography equipment and by working with a trusted partner."

The quick and efficient process has led Klein Tools to become the leading brand offering 360s for its product SKUs in the electrical department on homedepot.com. Thirty percent of the products on Home Depot's website has 360-degree views, while the average is five percent.

360s Have Shown Promising Results

Although Klein Tools does not have its own ecommerce site, it sells across various distributor websites. Being the leader in terms of SKU coverage with 360s on homedepot.com, it has seen an 18% decrease in return rates. Grainger has continually expressed the positive results from 360-degree imagery and pushed for its suppliers to spin. It wants to help suppliers create scalable product content that will maximize their brand and investment while also creating a better online customer experience. Grainger's e-commerce sales, which represent more than 50% of its total sales, increased 23% year over year in 2018.

In addition to the benefits 360 degree imagery has brought the Klein Tools team, these digital assets have become extremely helpful for the sales team.

"Our salespeople are calling on distributors and customers across the country, and showcasing the 360 degree spins before even meeting face-to-face," said Greg. "Our folks can now send a link for a new product release in an interactive 360-degree view, which has resulted in a quicker overall sales process."

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