



Case Study

Site Redesign

When Good Isn't Good Enough: Tektronix Takes Their B2B Website to the Next Level

As one of the market leaders in the manufacturing of test and measurement instruments, Tektronix must have a lead-generation website that efficiently imparts information for a range of customer needs. Throughout the lengthy B2B sales cycle, prospects turn to Tek.com to learn about test and measurement, Tektronix's solutions, and to look up recommended instrument configuration details in support of their measurement needs. Existing customers look for support and usage information for their instruments.

ForeSee Results has helped Tektronix since 2006 understand and meet its online customers' needs and expectations by using the proven methodology

“The combination of a scientific survey with specific custom questions & open-ended comments provided valuable insight into what areas to focus on for the redesign.”

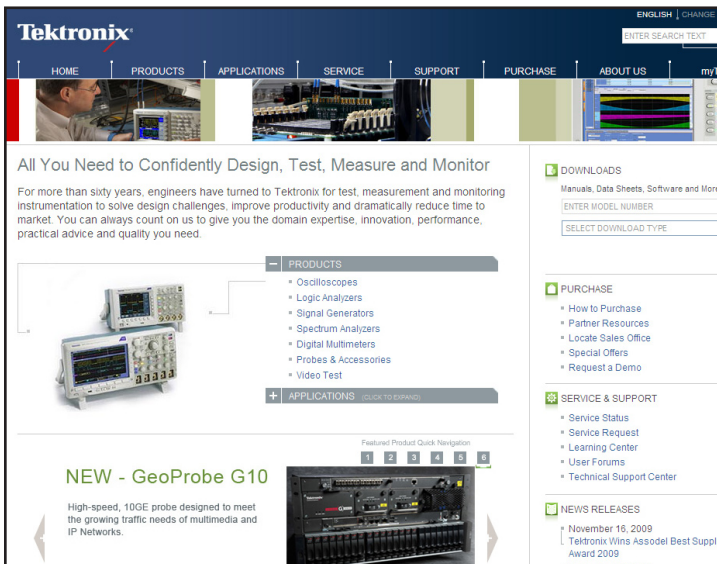
- Tomas Berghall, Director of E-Marketing

of the American Customer Satisfaction Index (ACSI). The ACSI has the only predictive methodology that shows the link between customer satisfaction data and financial results.

Challenge: Going Beyond Average

Tek.com was several years old, and the result of incremental facelifts left the site cluttered and inconsistent. While the site's customer satisfaction score was average, they knew that just being 'good' was not good enough in the current business environment.

Various stakeholders voiced different opinions and needs regarding the website design and content. ForeSee Results data and analysis enabled Tomas Berghall, E-Marketing Director, to focus on Voice of Customer to manage input from various departments. While he and his team welcomed feedback with open minds, they used customer satisfaction data, including actual customers' verbatim comments, as a guide to prioritize improvements, which would have the greatest return on investment.



Tektronix used satisfaction data from ForeSee Results to support decisions behind their site redesign.

After a year of making limited incremental improvements that didn't really move satisfaction scores, Tektronix decided it was time the site got a complete redesign to provide an experience that spanned all phases of the customer lifecycle. The ForeSee Results satisfaction data provided a rich source of information to use as the basis for the strategic redesign.

Insight #1: Pain Points

Analysis from ForeSee Results identified navigation, browsing, and functionality as the area with the highest priorities for Tektronix's customers in aggregate. This meant that these elements received low satisfaction scores plus they would have the greatest impact on customers' overall website satisfaction and future behaviors.

The analysis also prioritized areas of the site in order of their importance to site visitors, so Tektronix knew where to focus. Open-ended comments—such as “Name some links as they are called at other places on the website” and “Add a language select button”—provided more detailed insight into the site visitors' problems.

Insight #2: Needs by Segment

Customer satisfaction data also showed that while Tek.com had done a reasonably good job for site visitors who were in the learning and buying phases, the visitor satisfaction for the product use phase was very low. Only 71% of respondents in the product use phase said they could find the information they sought. In comparison, visitors

whose search results contained the requested information had satisfaction scores 10 points higher than the average.

Satisfaction analysis revealed a key objective of the new website was to better serve the needs of existing users, even when they were looking for information on discontinued products.

Results

After site launch, satisfaction climbed 8 points to an all-time high (after the expected dip as users got used to the new website). This caused an increase in customers' likelihood to purchase, return to the site, recommend it, and use the site as a primary resource.

New features were added to address needs across the customer lifecycle, including an application to help users find product documentation, an interactive Product Selector tool, and a section on all product pages with country-specific contact information.

Since analysis identified the search functionality as high-priority, Tektronix is having a Usability Audit Review (UAR) done to identify its top 10 usability violations.

ForeSee Results can help you increase your B2B website's effectiveness at meeting your customers' needs and expectations.

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About ForeSee Results

As the leader in online customer satisfaction measurement, ForeSee Results captures and analyzes online voice of customer data to help organizations increase sales, loyalty, recommendations and website value. Using the methodology of the American Customer Satisfaction Index (ACSI), developed at the University of Michigan, ForeSee Results identifies the improvements to websites and other online initiatives with the greatest ROI. With more than eight years of experience measuring online customer satisfaction and benchmarks across dozens of industries, ForeSee Results offers unparalleled expertise in customer satisfaction measurement and management. ForeSee Results works with clients across industries including: retail, financial services, consumer products, media/entertainment, healthcare, hospitality, manufacturing, professional services, nonprofit and government. ForeSee Results, a privately held company, is located in Ann Arbor, Michigan and on the web at www.ForeSeeResults.com.