



Providing insights to help a major supplier optimize its online ordering process and improve user experience



**Objective**



**Methodology**



**Outcome**

A major building materials supplier needed to optimize its online ordering process to enhance the user experience, reduce ordering mistakes and reduce catalog printing costs, and upsell customers.

We used a four-step process to collect a 360 point of view by:

- Facilitating a discussion with the management team about how they thought their process worked.
- Conducting in-person ethnographic interviews among a representative sample of customers during which we identified hypothetical business needs and observed typical ordering behavior. We compared and contrasted our client's print materials and website to processes and materials of other industry leaders.
- Observing the client's customer service reps assisting customers placing orders by phone.
- Providing a point of view on the client's historical web metrics.

By understanding that customers behave according to their own internal accounting systems and capabilities, the client was able to redesign its own website to accommodate user needs, eliminate redundant work and reduce errors. Plus, the client initiated a new communications initiative to increase awareness of the site capabilities.

**Close the gap between what you think and what you know.**