

Case Study – Online Benchmarking

The leading consumer healthcare products and pharmaceutical company was undertaking a total redesign of its corporate Website in order to better meet visitor needs and enhance the company’s brand via the Web. The company engaged eVOC Insights to conduct **Online Benchmarking** to evaluate the Website and benchmark performance post-redesign to provide a tangible measurement of improvements, demonstrating the ROI of the redesign.

Key Insights

- Overall Website satisfaction increased 26%
- Ease of navigation improved from 52% to 78%
- The percentage of users experiencing frustrations dropped significantly: 34% to 22%
- 76% of users feel that the redesigned site enhances their perception of the brand

Objective

The Online Benchmarking was designed to meet three key goals:

1. Identify key issues with the current site and determine what users expect and want to see when visiting the company’s corporate Website
2. Establish a baseline for the performance of the current site in order to have a benchmark from which to determine the ROI post redesign
3. Identify any issues not addressed by the redesign process or any additional improvements that could be made to further boost the performance of the redesigned site

Solution

In order to assist the company in the redesign process, eVOC conducted Online Benchmarking. This Web-based research tracked users as they conducted key tasks on the site, while providing feedback in a quantitative and qualitative format from the comfort of their own home or office. The baseline study provided an understanding of what the users were looking for from the site and what needs were not currently being met and gave focus and direction to the redesign team. Throughout the redesign process, eVOC conducted usability labs and focus groups to test and refine the proposed designs. Once the finished product was live online, the Web-based evaluation was repeated, allowing for an apples-to-apples comparison to the previous site.

ROI

eVOC Insights helped the leading consumer healthcare products and pharmaceutical company improve Website satisfaction by 26% and show a 76% positive brand impact after the site redesign. Users found the redesigned site easier to use and more organized leading to greater site satisfaction. By conducting Online Benchmarking pre and post the site redesign, the company was able to validate the direction of the new site and clearly measure the positive impact that the new site changes had on key performance indicators. Online Benchmarking proved invaluable to the team for proving the ROI of the site redesign across key business and management objectives.

IMPACT OF REDESIGN

