

EasyReNew Computers Ltd

History

In a state of ever-growing and rapidly evolving market for information technology and system integration, recognizing the need of a company that can offer high quality and take the lead on the Indian market, a group of highly qualified engineers and programmers founded the “EasyReNew Computers Ltd” company. In April 1997 the company established its office in Mumbai and started its activities with the sale of computer equipment, information and telecommunication services in India. The turnover of the company is about 2 million USD/year.

Products and Services

Computer systems (desktops, workstations, appliances, LAN Stations & Servers with a full set of services concerning investigation, development, installation, maintenance of LAN & WAN)

Notebooks and handhelds with a full range of accessories;

Printing and multifunction - printers, faxes, copiers, all-in-one/multifunction machines, print servers and network software, large-format printers and plotters;

Digital imaging and audio - scanners, digital projectors, digital audio devices, digital senders and photography;

Storage - choose from storage area networks (SAN), disk arrays, network-attached storage (NAS), tape and automated backup, server-based storage, disks, storage media, DVD and CD products;

Servers - super scalable servers and server appliances for tower or rack-mount environments, internal system expansion or simplified clustering;

Networking - home networking, switches and hubs, storage area networks (SAN), print servers and network software, modems, UNIX-server connectivity, output management and document delivery;

Satellite communications— hardware equipment and building of two-way broadband satellite communication system for Internet, opportunities to chose

from three levels of single-user or multiple-users accounts – standard, plus, premium; Virtual Private Networks (VPN) building between different subsidiaries or remote locations of enterprise, medium, small business, governmental or non-governmental organizations, etc.; VoIP systems building;

Monitors - PC monitors, LCD and multi-media displays;

IT skills and knowledge trainings.

Mission:

QUALITY - EasyReNew Computers Ltd invests time, money and resources necessary to ensure the desired quality and growth in terms of rapidly evolving market.

SERVICE - The service must complement quality.

EFFICIENCY – The company believes that the best way to improve productivity is to provide its people with the opportunity to learn and improve their personal skills, contribute to the work process and be satisfied with their achievements

INNOVATION –The company encourages its employees to be creative, and gives them the means to see their ideas realized.

The problem

EasyReNew offers extended warranties for IT products, and sells these online and through their sales team. They identified two main objectives for their website. They needed prospective customers either to purchase a warranty online or to fill in a contact form so that the sales team could contact them.

EasyReNew already had a comprehensive marketing strategy consisting of SEO, search advertising, an affiliate programme, content marketing, TV and print advertising, direct mail and PR.

They did not want to change their marketing strategy, but rather wanted help to improve the performance of their website. They felt that more of the traffic being brought in by their marketing activities could be converted to a successful sale.

The conversion process involved two steps:

1. The first part involved website visitors getting a quote for an extended IT products warranty. The user needed to fill out three short forms to get a quote. For every three users who began the process, only one completed it.

2. After that, if the visitor was happy with the quotes, there were another three short forms to complete in order to sign up and pay for the product.

The solution

The best way to get more visitors to complete website objectives is to look at where in the conversion funnel people are dropping off and abandoning the process – and then fix this.

When the analysts looked at the conversion funnel, the trend they discovered was that visitors were lost at each point. A close inspection of the forms themselves revealed that the language was quite formal. While the benefits of the product were mentioned up front, these were not reinforced further along in this information gathering process.

In the second part of the process, visitors needed to sign up and enter credit card information to complete the process. As with the quote process, marketing messages outlining the benefits of the product were also absent along this part of the conversion funnel. And once they had completed the first part of the process successfully, the same marketing messages were used to motivate them to complete the second part.

The design was reworked so that the marketing message, crafted to motivate visitors to complete the process, was consistently communicated. The most important information was placed in the top-right position on the page, where most of the visitor's attention is focused. The benefits were clearly laid out on the form, and the terms and conditions were placed at the bottom of the page.

For visitors who had started the process, but had become frustrated, the company's phone number was placed clearly at the top of the page, and a short contact form was also provided to save any information that had already been entered.

The results

Once these changes were implemented, the dropout rate for the first part of the process fell from 65% to 29%. This is impressive, since the average dropout rate online is 40%. Of those who left the page while completing a request for a quote, more than half phoned in to complete the process or completed the shorter version of the contact form.

Before the changes, 31% of visitors completed the second process; after the changes, this number rose to 69% – the number of people submitting their credit card information had doubled. With minimal spend and no change to their marketing strategy, EasyReNew managed to grow their business four-fold.

The business benefited from key marketing insights gained from looking at EasyReNew 's conversion funnel. These were:

- Looking at the drop-off rate at each stage in the conversion funnel was important to identify problems.
- A high drop-off rate across the conversion funnel could highlight a general problem with the process itself, in this case the content of the forms themselves (the benefits were not being reinforced at each stage and key information was not being placed where the visitor was most likely to see it).
- It was important to direct visitors by spelling out the action they should complete while clearly and consistently communicating the benefits of doing so.

Questions:

1. What is a conversion funnel?
2. Describe what was done here to ensure that more site visitors did what EasyReNew wanted them to do.
3. How did language play a role in this case study?
4. Why is it so important to use data to inform business decisions?