



IMPROVING
USER EXPERIENCE
through agile marketing



23-September-2015

AGENDA

1 OVERVIEW

Of our company and our team.

2 APPROACH

Systematically improving KPIs through agile marketing.

3 EXAMPLES

Real examples with real results (good and bad).

4 THINGS YOU CAN START DOING TOMORROW

Three things you can do when you get back to the office.





OVERVIEW

Who we are and what we do.

ABOUT **BRIGGS & STRATTON**

World's largest producer of gasoline engines for outdoor power equipment. Also a leading manufacturer & supplier of power equipment including: portable generators, pressure washers, standby generators, residential and commercial lawn and garden equipment.



Twitter: @dcluka | e-mail: cluka.dave@basco.com



CUSTOMER EXPERIENCE **TEAM**

what we do



WEB

Own the front end design and overall user experience of 58 websites across the globe – 5 regions in over 20 different languages.



MOBILE

Responsible for the design, development, and overall user experience of a growing portfolio of mobile apps for iOS and Android devices.



SEARCH

Ensure 'findability' of websites through search engines by earning traffic through unpaid listings (SEO) or buying traffic through paid search listings (SEM).



SOCIAL

Inspire, inform, entertain, and engage with customers through social networks like Pinterest, Twitter, Instagram, and Facebook.



CUSTOMER EXPERIENCE **TEAM**

what we do



EMAIL

Engage in both mass and 1:1 dialogue with customers via eMail newsletters.



ANALYTICS

Analyze the various data collected from both digital and call center activities for actionable insights.



CALL CENTER

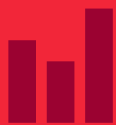
Provide service and support to customers – dealers and consumers – via phone, eMail, and chat.



VOICE OF CUSTOMER

Collect feedback through structured (Ratings & Reviews, surveys) and anecdotal (talking with customers) channels.





A NEW APPROACH TO IMPROVING

String together singles vs. go
for the home run.

SITE PROFILE

briggsandstratton.com



OVERVIEW: Briggs & Stratton brand site, primary site in our portfolio

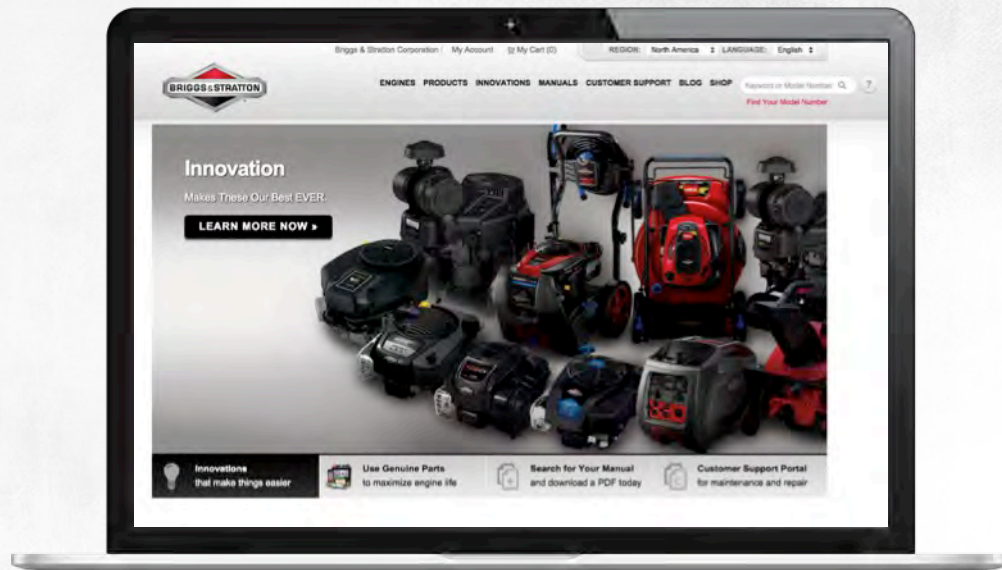


STATS: 7.5M visits annually, 4,500+ pages



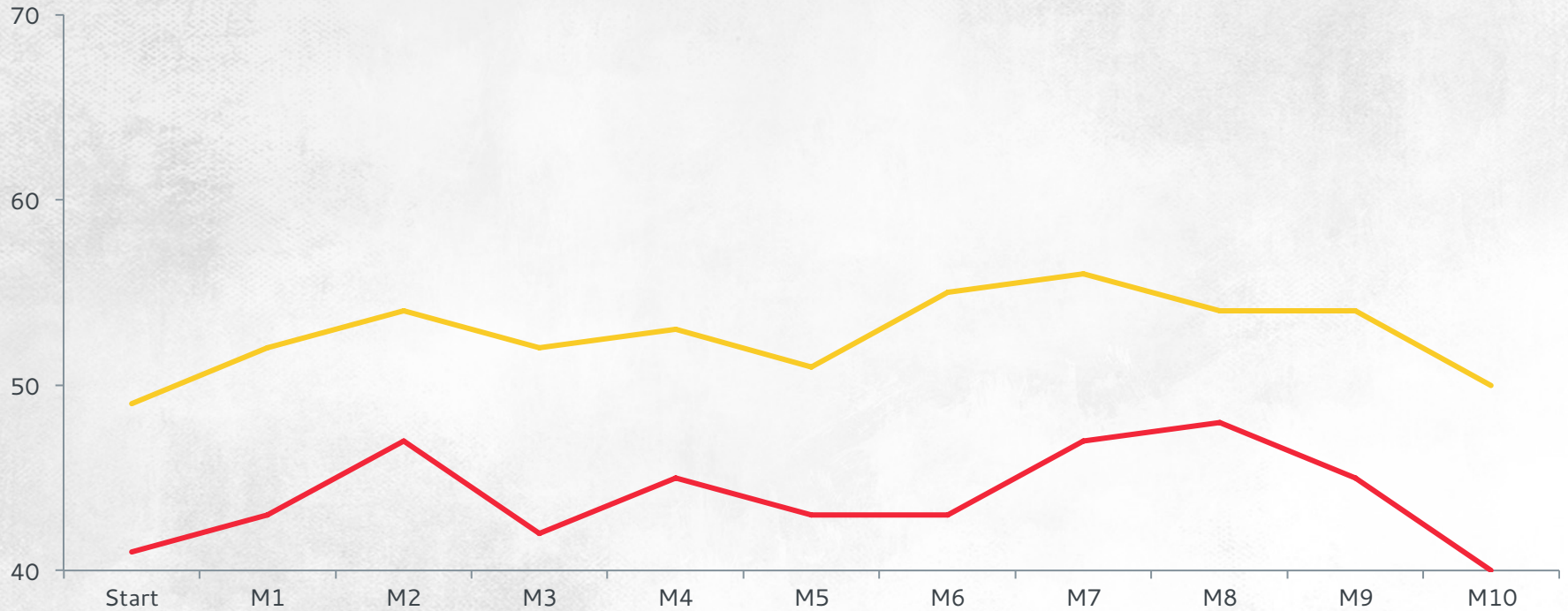
USE CASES: Primary reason as self-reported through Foresee:

- Post-sale support – 69%
- Pre-sale research – 14%
- Buy parts – 10%
- Other – 7%



HISTORY KPIS

— Sat — Task



AGILE MARKETING

Agile for Marketing (A4M) drives long-term marketing strategies with short-term, customer-focused iterative projects that improve responsiveness and relevance. It allows for faster creative, more testing, smarter improvements and better results

-Forbes, 2014, "Applying Agile Methodology To Marketing Can Pay Dividends: Survey"



NEW APPROACH



IDENTIFY

visitor pain points

1. Top priority elements
2. Primary reasons
3. Low task accomplishment

Look at 1 month of data



TEST

different experiences

1. Develop and deploy
2. Setup tracking codes
3. Link tracking codes to experiences

2 weeks to develop test plan
3 days to pull tracking codes



MONITOR

results

1. Create reports based on tracking codes
2. Monitor

2 weeks – 1 month



REPEAT

the process

1. Find the next pain point to attack





SHOWCASE EXAMPLES



What have we done?



”

Model and serial number search is confusing.

– Sat score: 26

I obtained the engine model number information directly from the engine. Your site said it could not find the model number I typed.

– Sat score: 0

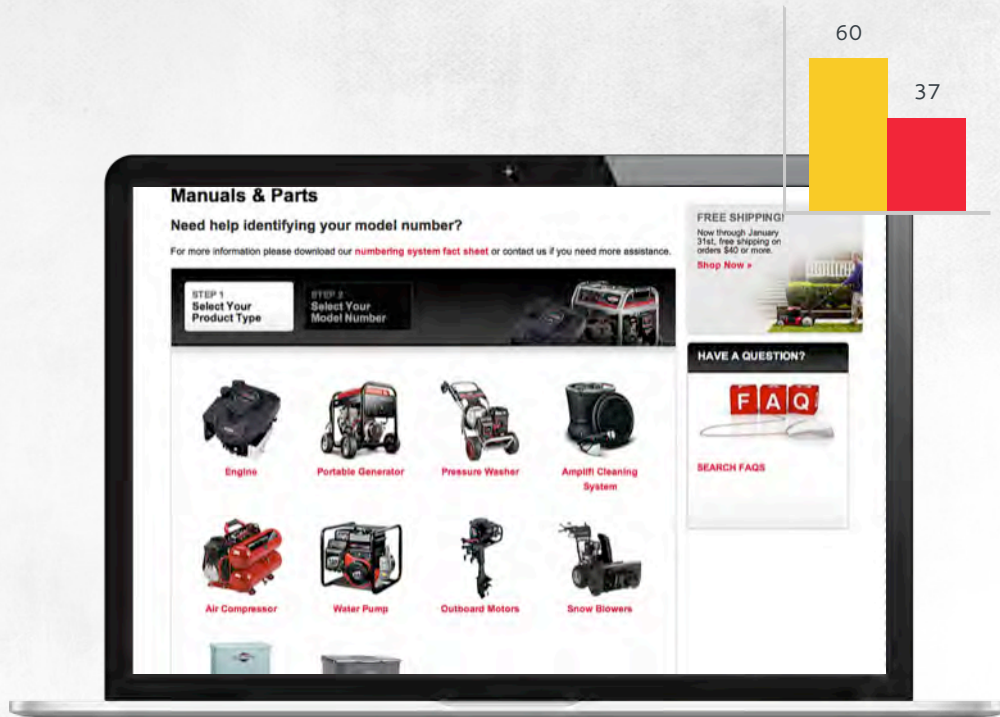
SHOWCASE OPERATOR MANUALS



HYPOTHESIS: Visitors are confused over which number (model or serial) to use in their search query and if they should search by engine or product.



SOLUTION: Add more granular categories in the product selection for model number entry will make it clear to visitors that their product is supported and which selection to make to enter a valid number.



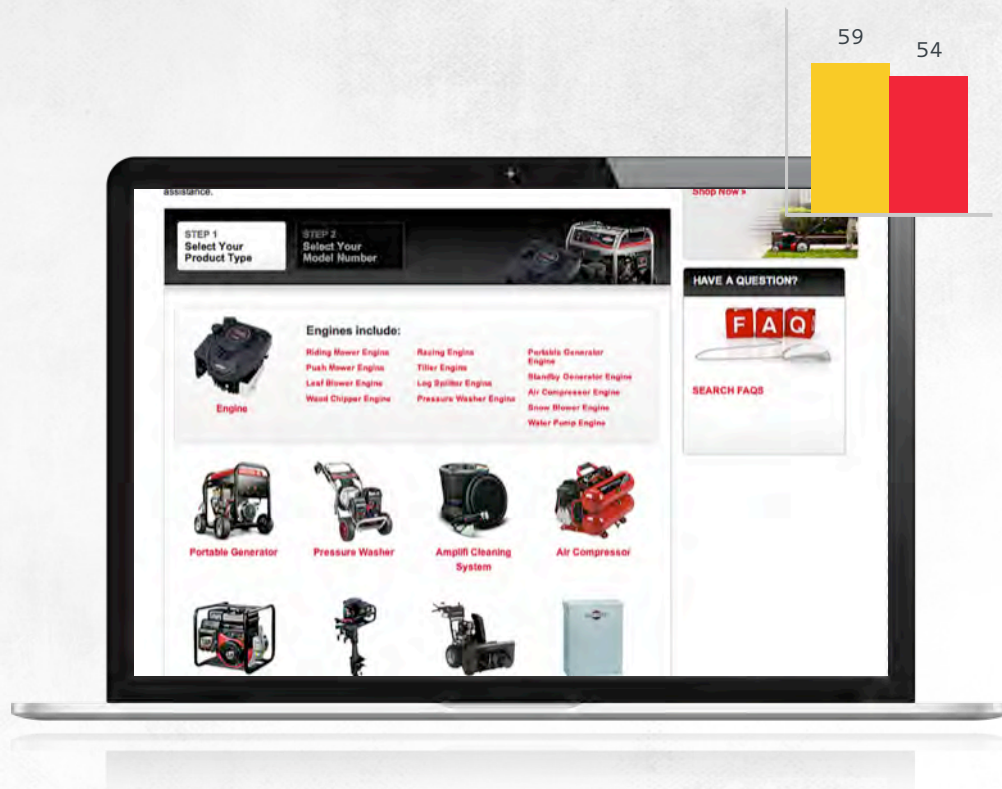
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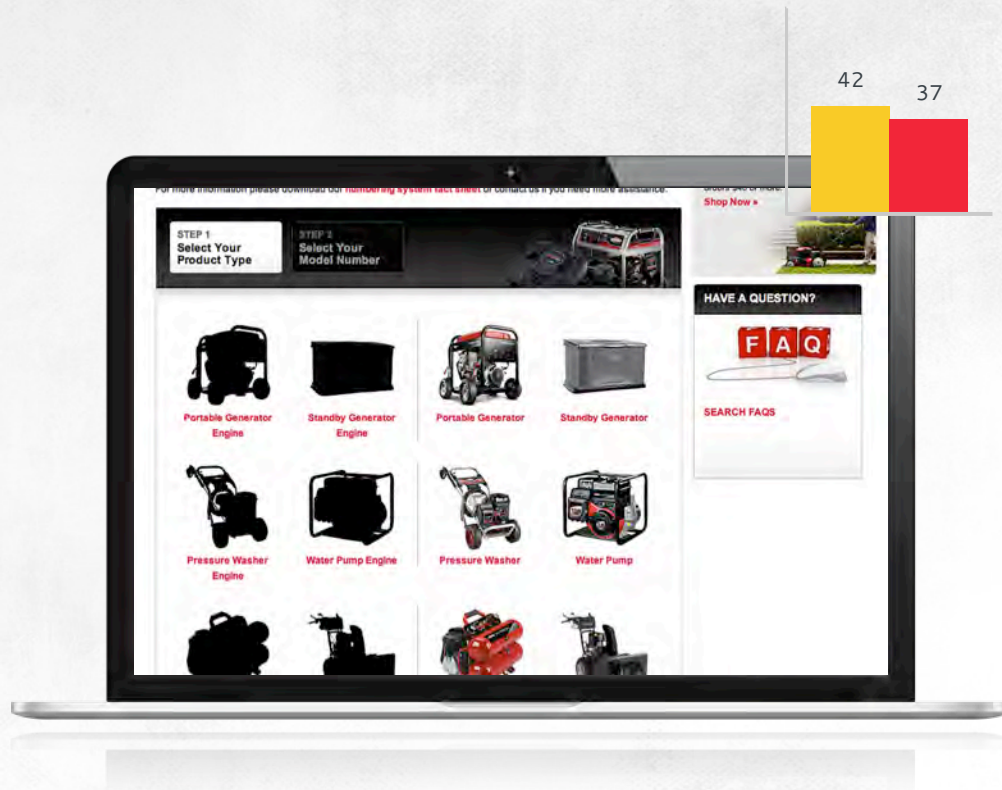
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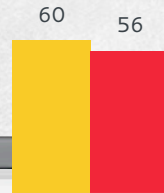
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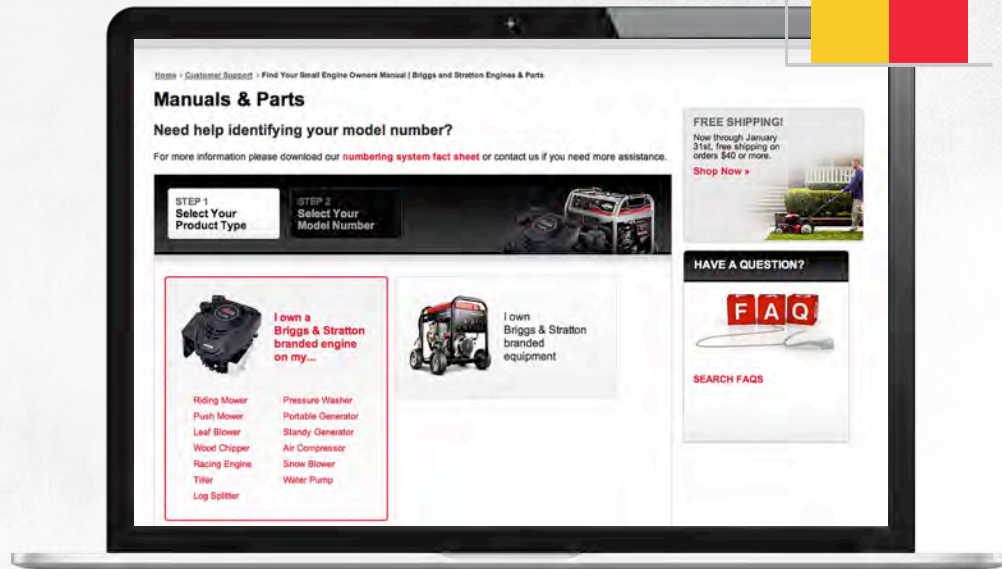
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WINNER: Opt lift in Customer Sat, 19pt lift in Task Accomplishment Rate.





Have a repair dealer section.

– Sat score: 26

Authorized service dealer should be very visible.

– Sat score: 15

SHOWCASE DEALER INFO



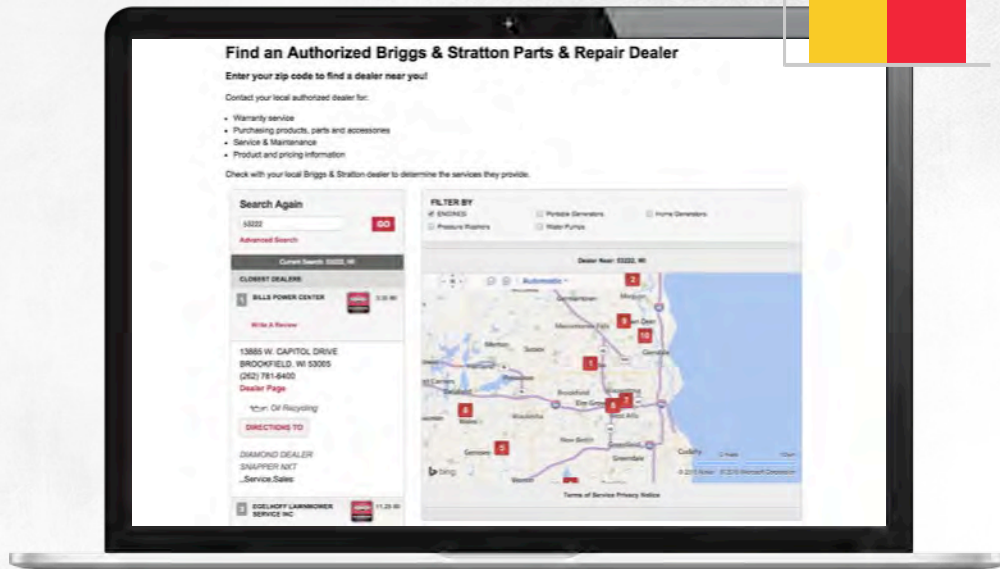
HYPOTHESIS: The Diamond Dealer moniker is unclear to visitors.



SOLUTION: Providing a description and link to more information about what a Diamond Dealer is will help customers successfully find a location for the type of service they need.

53

43



SHOWCASE DEALER INFO



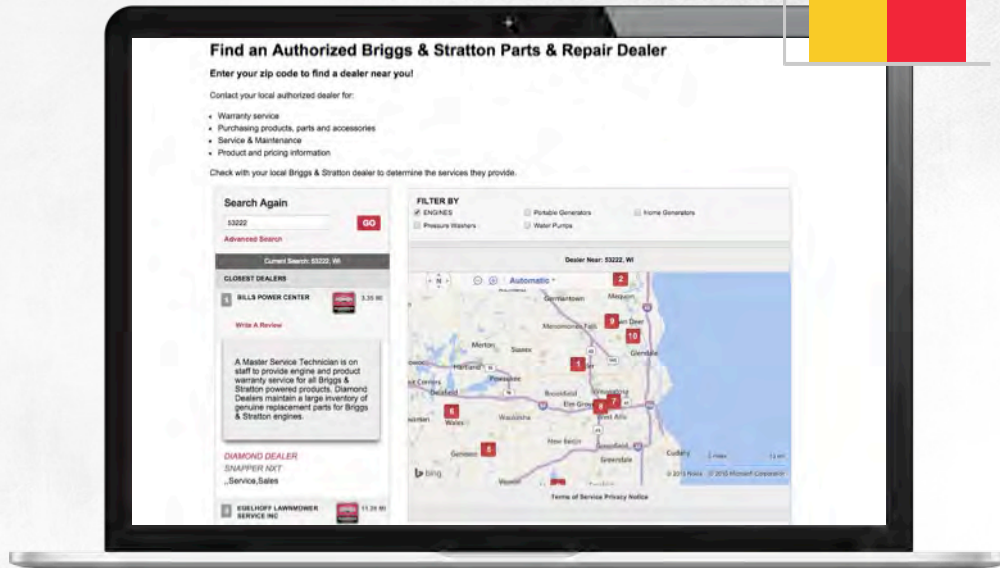
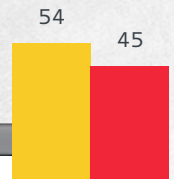
HYPOTHESIS: The Diamond Dealer moniker is unclear to visitors.



SOLUTION: Providing a description and link to more information about what a Diamond Dealer is will help customers successfully find a location for the type of service they need.



WINNER: 1pt lift in Customer Sat, 2pt lift in Task Accomplishment Rate.



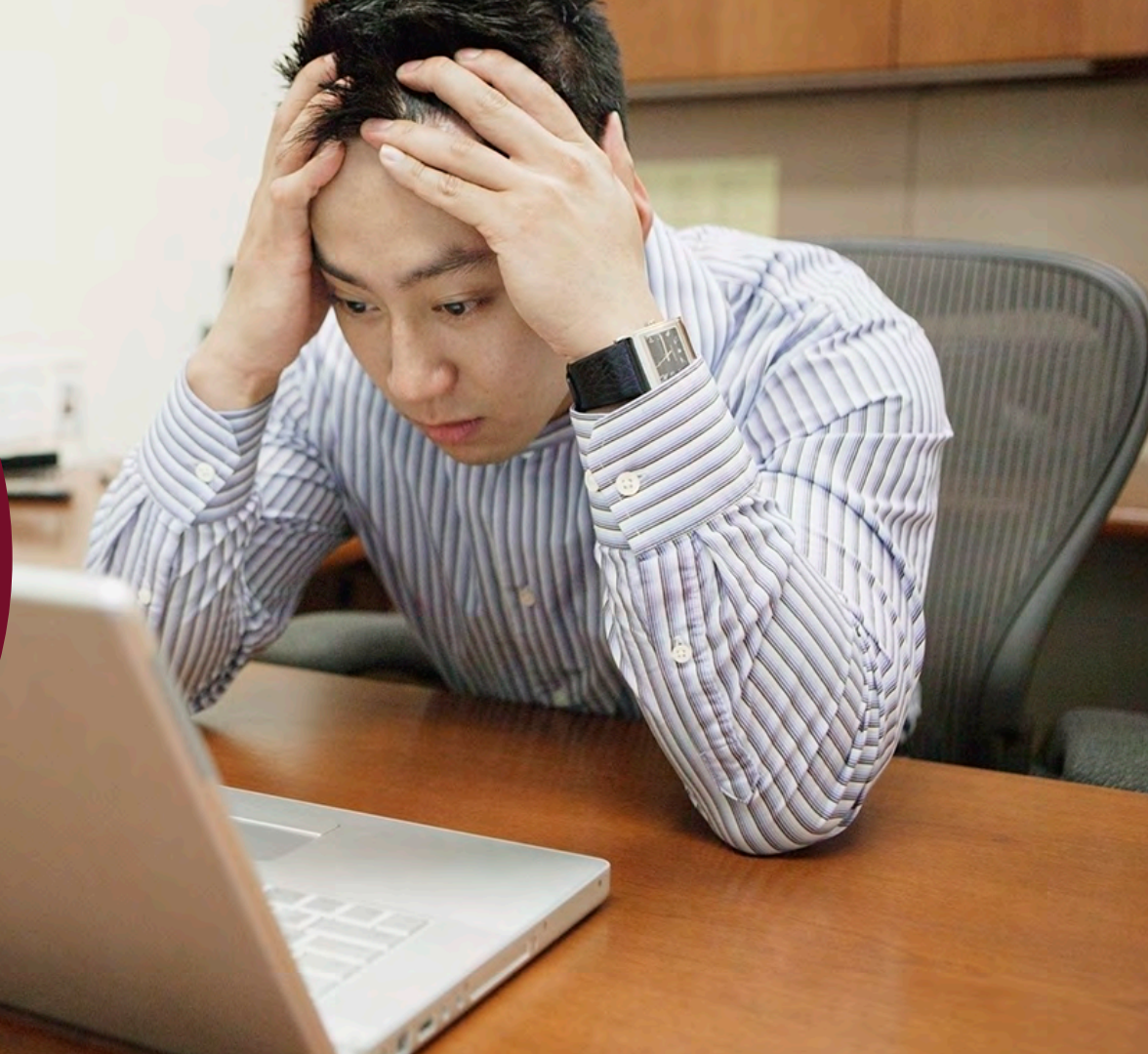
”

Would like to access service repair manual.

– Sat score: 22

Expand the archive data base to include older generators.

– Sat score: 16



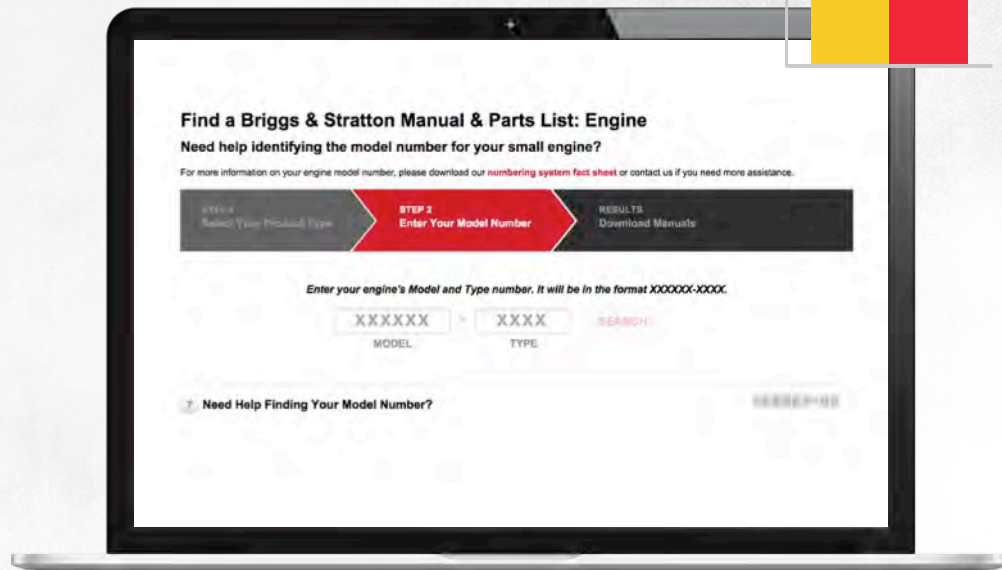
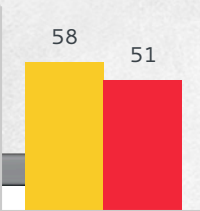
SHOWCASE REPAIR MANUALS



HYPOTHESIS: Visitors think they can search for repair manuals via Manuals & Parts search and expect same level of resources to be available, despite the year of manufacture.



SOLUTION: Clarify that info for products made before 1970 is generally unavailable and direct users to the appropriate page to find and purchase repair manuals.



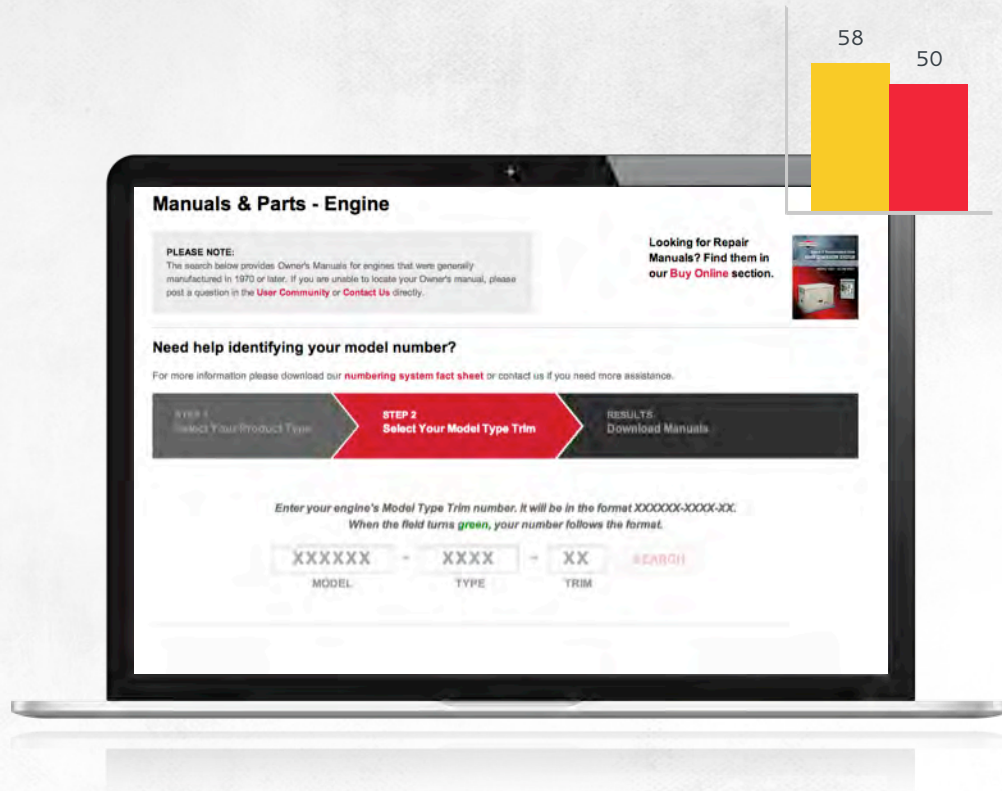
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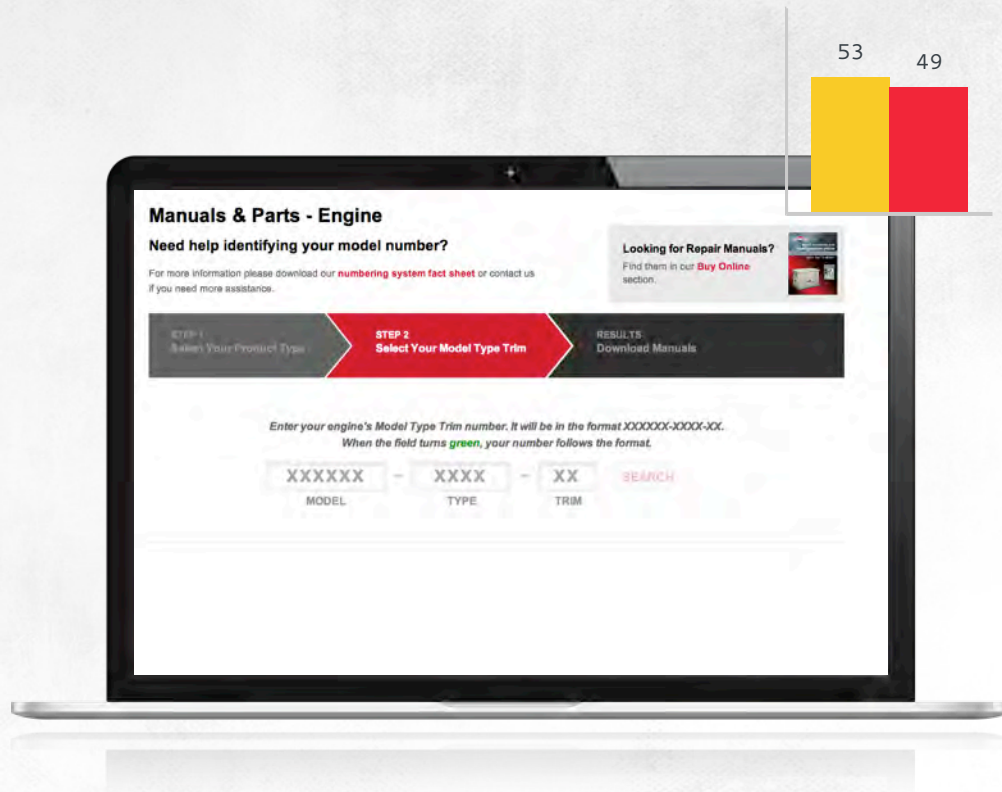
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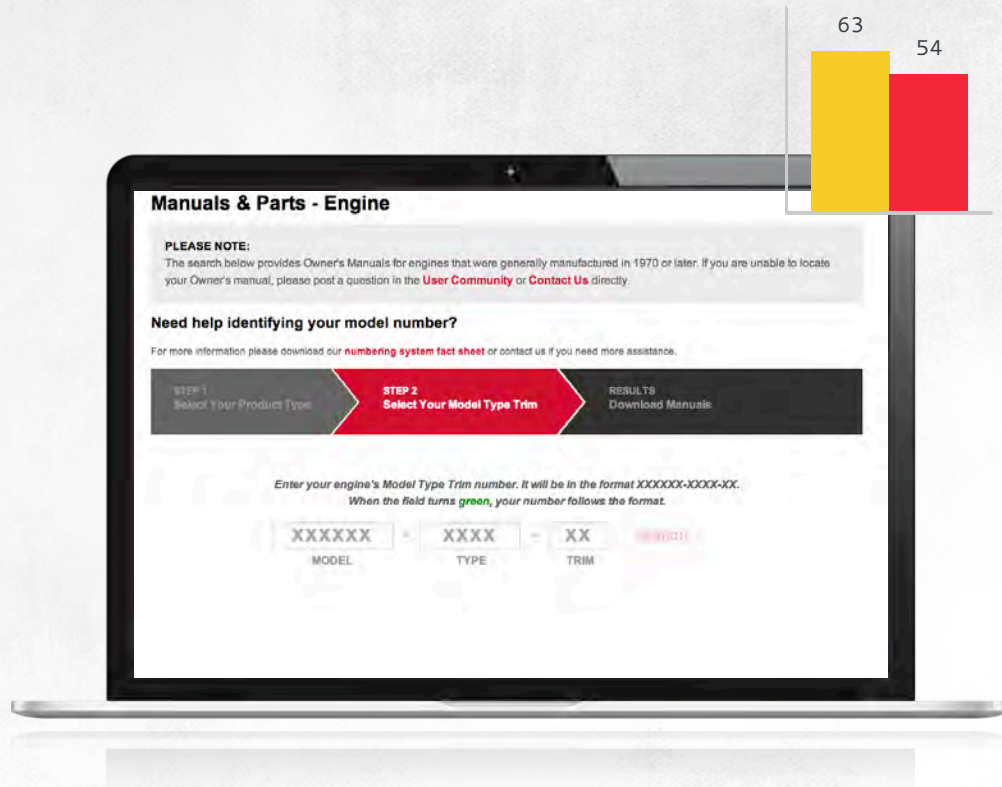
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SOLUTION: Clarify that info for products made before 1970 is generally unavailable and direct users to the appropriate page to find and purchase repair manuals.



WINNER: 5pt lift in Customer Sat, 3pt lift in Task Accomplishment Rate.



A woman with long brown hair, wearing a grey cardigan over a magenta top, is sitting at a desk. She has a frustrated or stressed expression, with her hands pressed against her temples. The background shows a brick wall and a window with a view of a building. A large maroon circle is overlaid on the left side of the image, containing text and a quote symbol.

”

More complete FAQs, more visible.

– Sat score: 33

Difficult to say, unless you wanted to add a FAQ section.

– Sat score: 44

SHOWCASE FAQ



HYPOTHESIS: Visitors are confused by the different categories of help content – How-To's, Articles, FAQs.



SOLUTION: Add messaging at the top of each page to better define the content and crosslink to other help content the user may be looking for.

52 50

Frequently Asked Questions

To search the Frequently Asked Questions (FAQs), enter your search terms or questions in the box below. Not sure what to search for, browse by category by clicking the Browse tab. If you still need help, you can submit your question by clicking the Ask a Question tab. Our Answer Center will respond to your question within 3 business days. Use our [Dealer Locator](#) to find a dealer near you for sales and service.

Looking for Maintenance How-To articles for your equipment? [Click here »](#)

Search FAQs Browse FAQs User Community Contact Us

Search Frequently Asked Questions

Select Category... Enter Keyword

QUESTIONS BY CATEGORY

- Maintenance
- Other
- Parts
- Replacement Engines
- Specifications
- Troubleshooting - Repair
- Website

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Briggs Engines

- Push Mower Engines
- Push Mower Engines 163 Maintenance and Repair
- Riding Mower Engines

Briggs Generators

- Standby Generators
- Master Generator Systems 107
- Generators
- Portable Generators

Engines Motor

- 1000 Watts
- Stroke You Help Us?
- Exhaust
- Oil, American Oil
- Customer Support

Map

- Maintenance & Parts
- Parts Store
- Plant Stores
- Product Literature
- User Training Systems
- Product Manuals

Briggs & Stratton Corporation

- Company Profile
- Briggs
- Career Center
- Investor Relations
- Newsroom
- Briggs.com



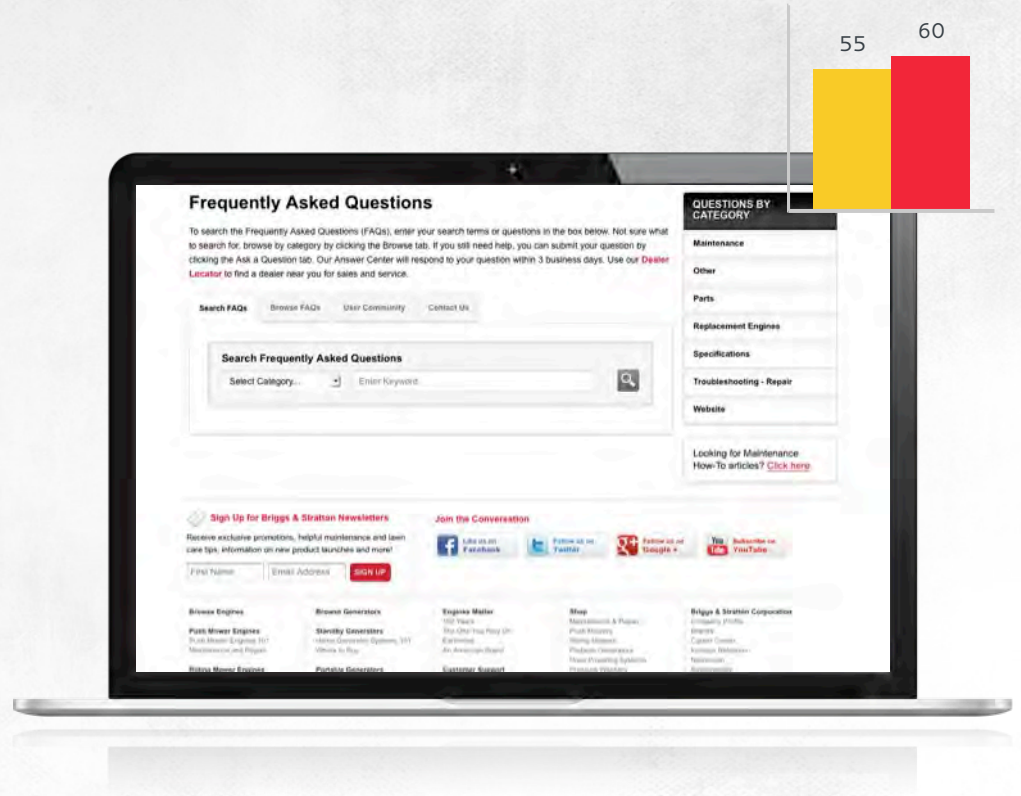
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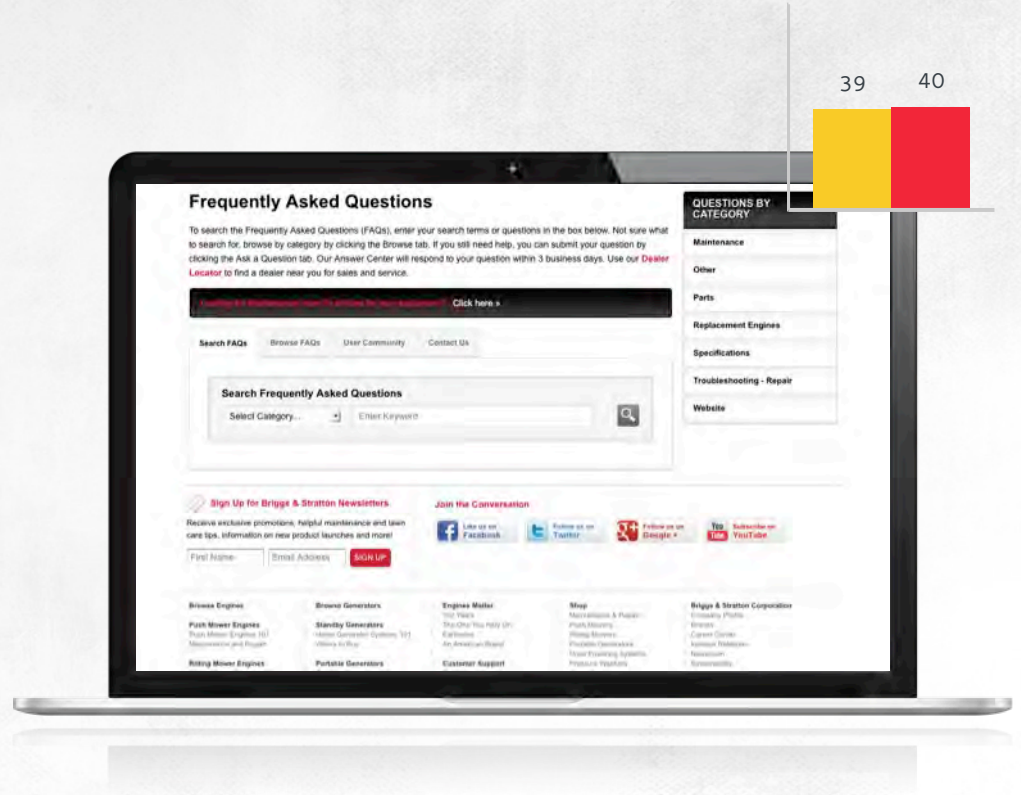
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SHOWCASE FAQ



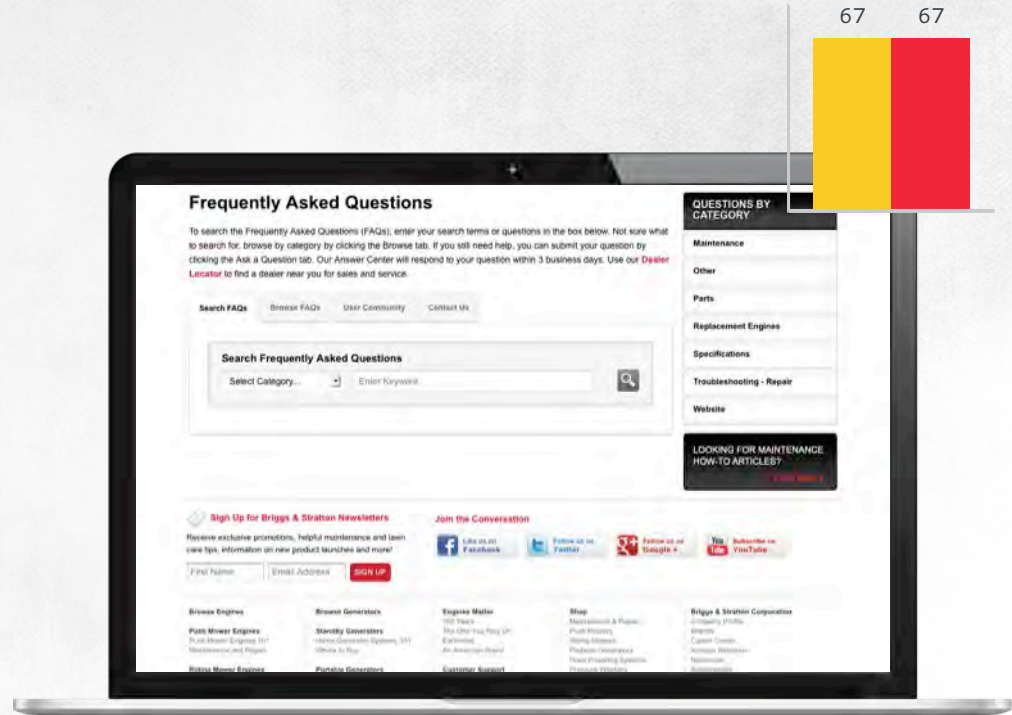
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WINNER: 15pt lift in Customer Sat, 17pt lift in Task Accomplishment Rate.



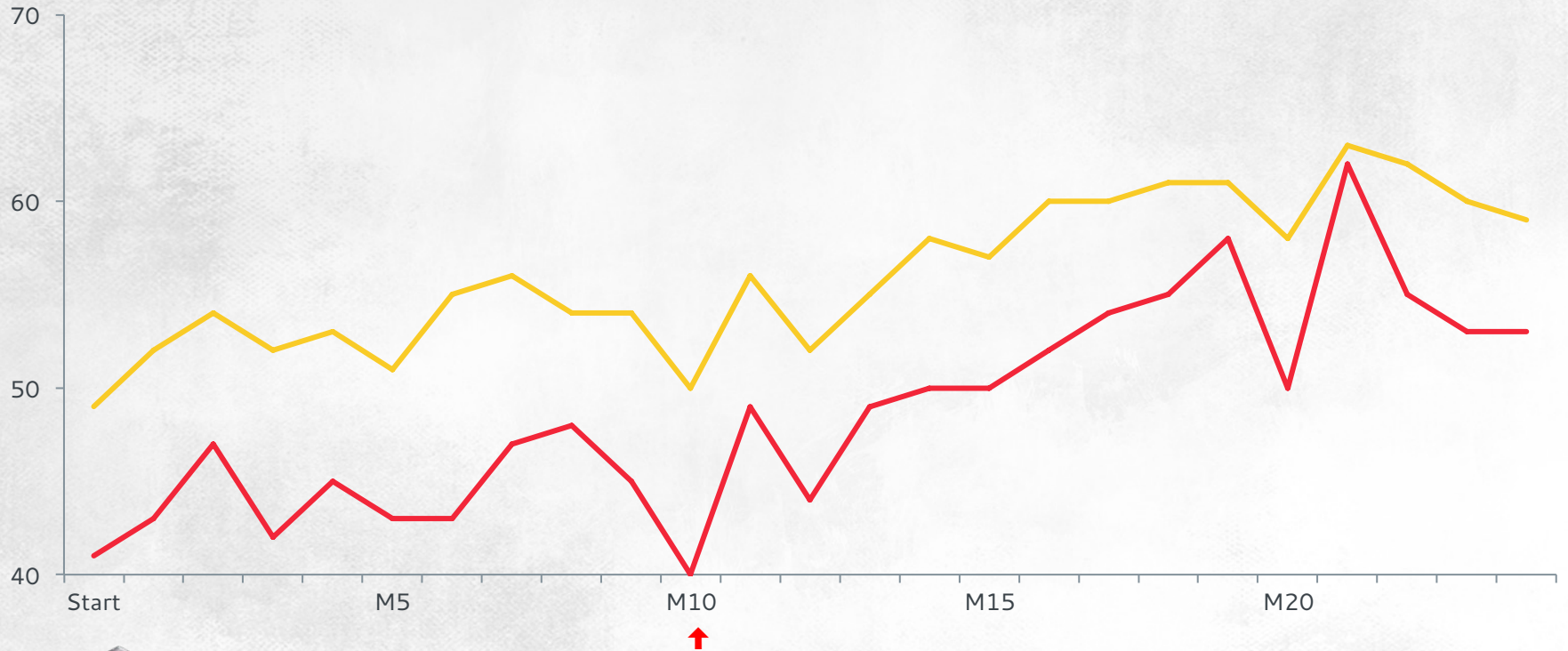


OVERALL RESULTS

The sum of the parts.

HISTORY KPIS

— Sat — Task



Twitter: @dcluka | e-mail: cluka.dave@basco.com





WHAT CAN
YOU DO?

Starting tomorrow.

THREE STEPS

you can take to start improving your experience through agile marketing

1 ENGAGE YOUR ANALYSTS

They can help you find those hidden gems in your data.

2 KEEP IT SIMPLE

Big changes are sexy, but often complex and time intense to implement. Little changes can be quick and mistakes are fast to recover from. Lots of small changes can make a big impact.

3 SOCIALIZE

Build momentum by making sure everyone knows what you're doing and the results.



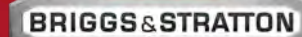


QUESTIONS AND ANSWERS

Go ahead. Ask away.



**THANK
YOU**



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