

CASE STUDY

American Widget Maker Grows Revenues Manifold



CUSTOMER / NATURE OF WORK

- Enhancement of usability of offering for an American job widget provider

BACKGROUND / CHALLENGES

- Website provides HTML code which blog owners have to copy and paste anywhere on their sites
- Customer and blog owners earn revenues when employers find people through the job widget on blog owners' blogs
- Large volume of blog owners visiting website and signing up but very low hits for jobs

APPROACH / SOLUTION

- Identification of pain point viz. most blog owners don't know what to do with HTML code
- Proactive outreach to the CEO to share solution approach viz. usability enhancement via setup documentation
- Community testing using documentation as step-by-step guide
- Revision and final delivery



OUTCOME & BENEFITS

- Prominent placement of setup version documentation on customer's website
- Near 100% conversion rate from signups to job board publications
- Massive increase in number of job hits
- Revenue growth for customer and customer's customers



Frictionless online interactions lead to manifold revenue growth