



■ Ambition

The Web has become a **critical pre-sales channel** for Pioneer with more and more of their customers using it to select and compare products, and then find the nearest shop where they can make a purchase. Pioneer knows that the **effectiveness of the content** on its website makes the difference between **sale or no sale**.

In response, **Pioneer has invested substantially** in its website, offering comprehensive information on its product range. The Pioneer **web publishing team** wanted:

- To continue the investment and take their site to the **next level of success**. Pioneer has shifted a major portion of its advertising budget online, and it wanted to be able to quantify the results from such a shift.
- To have a site that is **truly customer-centric**, is fully integrated with other marketing efforts and, most importantly, converts visitors to sales.

To help them achieve a truly customer-focused sales-driven website, Pioneer wanted to **identify** their **Customer Carewords**.

■ Enter the Customer Carewords Team

Working with Pioneer's sales and marketing team, their website was reviewed using the **Customer Carewords approach**.

When customers come to the website, they want to **complete a task** - find product information, find the location of their nearest Pioneer shop. Tasks are described by words - **carewords**. Identify the tasks and the carewords, and you can have a customer-focused site. The **Carewords approach** is a unique set of tools and techniques that identify the words and tasks on your website. Getting these words **exactly right** can be the difference between an average-performance **website**, and a **high-performance** one.

For Pioneer our review identified:

- **Top tasks** that **Pioneer customers** came to the site for. Tasks had to be measurable and directly related to **increased sales**.
- **Pioneer Carewords** associated with top tasks. If **the right words** are not used on the page, then customers won't find the content and won't be able to **complete tasks**.

A number of early **changes** were **identified** for trialling. Changes were made on the website, and **site metrics** for measuring the **success** of the changes were agreed.

Client Comment

"The Careword approach has changed the way we think about our website. These techniques have helped us to continually improve our customer focus. The results are already impressive."

- Raphael Nolens, e-Marketing Manager, Pioneer Europe

■ Value Delivered

The Customer Carewords approach demonstrated the link between a customer-focused approach on the website and the **impact on the bottom line**.

- Changes identified by following the Carewords approach **dramatically improved** click-through to crucial areas.
- A **one-word change** brought 100% increase in traffic to a significant area of the site. Pioneer's product pages had a link to "dealer locator". But "dealer" was a word used by the sales teams. Customers weren't looking for dealers (think about it: you don't say "I'm going out to the HiFi dealer to buy speakers"). Changing the link to "store locator" achieved an **immediate 100% increase** in click-through.

The project **identified words** that Pioneer's customers and prospective **customers cared most about**. Using these words enabled the Pioneer website to deliver more value.

■ About Pioneer

Pioneer is a **global leader** in electronics and audio/video products for the home, car, commerce and business, particularly in the core multimedia technologies of digital versatile disc (DVD), plasma TV display panels (PDP), and in-car navigation and A/V systems.

With a **passion for music**, Pioneer was founded in 1938 as a manufacturer of audio products. Headquartered in Tokyo, Japan, Pioneer has more than 39,000 employees worldwide. Its shares are traded on the Tokyo Stock Exchange.

Pioneer is made up of **intensely dedicated people**. These category specialists are brought together by one shared passion: creating quality electronics that deliver the very best in entertainment. Not refrigerators or cell phones-just high-quality products that bring a **new dimension** of sound, vision and soul to our customers.

Pioneer *sound.vision.soul*

Website: www.pioneer.eu