

SBC has simplified life for its customers by tidying up its front door.

The telecom giant engaged Avenue A | Razorfish to improve the SBC.com home page, which is the main portal that consumers and businesses use to gain access to SBC bundled products, self-service functions, and other essential information.

The biggest challenge for SBC was to simplify the home page. Navigating through offers, company information, and miscellaneous page links wasn't always easy for SBC customers, which made it harder for them to find the content they really wanted.

The solution: SBC partnered with Avenue A | Razorfish to simplify SBC.com and humanize the online experience with a more personal, welcoming look, feel, and content. Within just two months, SBC has achieved significant results, including a major increase in customer use of self-service functionality.

Challenge/Goals

SBC.com is SBC's corporate portal for consumers and businesses to investigate SBC's products and services. The home page functions as a pathway to direct visitors to landing pages that are customized with content for consumers and businesses. SBC asked Avenue A | Razorfish to make its home page simpler and more accessible for both audiences with three specific goals:

- Encourage customer self-service by simplifying access to online tools
- Increase consideration for SBC bundled products by making it easier to find them
- Make the site more user-friendly overall for businesses and consumers

SBC.com was rich in content—containing everything from the company stock price to details on the SBC/AT&T merger. (In fact, an audit of the Website showed 75 links taking visitors to different content.) Simplifying SBC.com would mean making some choices about what content needed to stay and which content needed to be eliminated. So Avenue A | Razorfish used a Web analytics tool called click-density analysis to identify the most visited and least visited areas on SBC.com. This analysis gave SBC a clear and objective understanding of which sections of the home page were most needed by its customers.

Here's how the site looked:



Avenue A | Razorfish research also showed that customers wanted a more personal relationship with their telcom carrier. SBC saw an opportunity to do so on its home page.

Solution

Avenue A | Razorfish revamped the site under the theme that *SBC can make your life easier* and took the following actions:

- Give the customer a clear and simple choice on the home page. This meant redesigning the site to make the links to the consumer and small business landing pages more prominent. Avenue A | Razorfish gave customers one major decision to make on the home page: choose the door to the consumer landing page or the one for the enterprise landing page.
- Streamline superfluous content like the stock ticker, which made the site harder to navigate and the choice of entry less clear. Avenue A | Razorfish got rid of news and corporate information.

- Be personal and approachable. Avenue A | Razorfish re-wrote the site copy to make it more personal. For instance, the portal to the consumer landing page reads “for your home,” not the impersonal sounding “residential customers.” Moreover, the Avenue A | Razorfish design employs warmer color palette—orange, yellow, blue, and white space instead of the usual blue you see with technology. The lighter look is more inviting.

Here’s what the home page looks like now:



Avenue A | Razorfish employed a strong dose of “left-brain/right-brain” customer experience design—combining Web analytics with customer insight and creative design to improve the SBC.com home and landing pages. User profiles were created to study and profile SBC’s enterprise and residential customers to better understand their wants and needs.

Results

In less than two months, SBC and Avenue A | Razorfish achieved the following results:

- Click-throughs to desired content (residential, self-service, and business) increased by 17 percent.
- An increase in the use of self-service functionality of 18 percent.
- The percentage of SBC.com visitors considering bundled products increased 37 percent for consumers and 80 percent for businesses.
- Overall, the site content is more relevant and streamlined. The number of home-page links has dropped from 75 to 15.

Context of Entire SBC.com Redesign

SBC is working with Avenue A | Razorfish over the next 24-36 months to completely revamp its online customer experience. In coming months, Avenue A | Razorfish will redesign the corporate landing page, improve the SBC.com search functionality, and improve the shopping experience—all the way from browsing products to buying them online.

About Avenue A | Razorfish

Avenue A | Razorfish (www.avenuea-razorfish.com) is the largest interactive agency and an operating unit of Seattle-based aQuantive, Inc. (NASDAQ: AQNT), a digital marketing services and technology company. Avenue A | Razorfish solutions are entrenched in deep technology, rigorous analytics and a rich understanding of customer needs, including award-winning online advertising media and creative, search marketing services, email marketing, and world-class design and implementation of websites and intranets/extranets. Avenue A | Razorfish operates three regions—East, West and Central—with 11 offices located in major U.S. markets. Clients include AstraZeneca, Best Buy, Kraft, Microsoft/MSN, Ralph Lauren, and Wells Fargo.

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