

“A poorly designed website is like an orchestra that plays out of tune – although all the essential parts may be on the one platform, the discordance just ends up driving visitors away.”



“This exercise has opened up a big new long-term opportunity for us. We were ignorant all these days, but now I think the internet is the future of marketing”

K. Ravishankar - Partner,
TS Mahalingam & Sons.
www.tsmcars.com

Most enterprises already have websites that have been up and running for years. But the idea of updating your website to give it a contemporary look and feel, and more importantly, making it work to drive business, is often not a priority. Cepios shows you how a website redesign can bring about tangible results in business, using a Case Study of an actual project that completely changed Sales expectations and practices within a company.

However amazing your business idea or efficient your operation, performance ultimately depends on reaching out to the maximum number of people in the most effective way. A web strategy goes beyond mere website design and focuses on actually bringing customers to your Sales Team - it opens up a whole world of opportunity.

CASE STUDY of www.tsmcars.com

T.S.Mahalingam & Sons: How a Website Redesign Revitalized Business for a Company Trading in Used Cars

This is essentially the story of how an established, well-respected family-run company took the decision to update their old, out-of-date website with a view to making it more user-friendly and hopefully impacting Sales figures in a meaningful way.

As a result of this revamp:



- The no. of enquiries increased significantly in the 1st month.
- The conversion rate from website-driven enquiries was a healthy 50% as completed sales.
- Overall, sales increased by 10% just in the first month of deploying the new website

Can just redoing your website really make such a difference? Surely it is just a place where you display your company's services or products? And then wait for people to chance upon it, be interested, and get in touch? I mean, really, who bases projections of sales on data generated online? Right?

Wrong. That's what a website used to be – it gave the company credibility and a web presence, but was basically an online version of the company brochure or press kit. Visitors to the site might have had an idea of the scope of the business enterprise, but did not expect to be able to find personalized information on it, much less to initiate an interaction with an executive at the click of a button. And companies gained almost nothing from the average visitor, not having any feedback about what they were looking for.





Companies, on the other hand, can now use a website as an important cog in the wheel of their marketing strategy. They want websites that attract visitors by showing up on Search Engines, and then keep them there with features that wow them. They are rewarded by a visible impact on their bottom line – something unthinkable only a few years ago.

CASE STUDY

The Background:

Pioneers in the used cars business in India, the family-run T.S.Mahalingam & Sons was established in Chennai, South India, in the year 1935.

TSM's strength is the impeccable reputation it has built up over the years - it prides itself on being a perfectly neutral and equidistant intermediary between buyer and seller. Many leading Banks, FIs and Insurance Companies today have TSM as their preferred Distribution Partner, and TSM is seen in the market as a benchmark for used car valuation.

TSM's growth has been powered by innovation. It was the first company to publish Used Car Price Grids, it pioneered the Trade-In /Exchange programmes in the automobile industry, it offered unprecedented warranties on pre-owned cars, and its tie-ups helped organize the used car financing business.

The Problem:

The remarkable growth of the automobile sector in the country led to a proliferation of manufacturers, models and variants, and the rapid growth of the pre-owned car business. But the average customer found it increasingly confusing, and there was an unmet need for an accessible platform that offered unbiased professional advice. Although TSM Cars was well placed to offer this, they had an outdated website that was not user-friendly, and made it hard for customers to find or list the car they were looking to trade.

What Was Done About It:

The remarkable growth of the automobile sector in the country led to a proliferation of manufacturers, models and variants, and the rapid growth of the pre-owned car business. But the average customer found it increasingly confusing, and there was an unmet need for an accessible platform that offered unbiased professional advice. Although TSM Cars was well placed to offer this, they had an outdated website that was not user-friendly, and made it hard for customers to find or list the car they were looking to trade.



What Did Cepios Do?

Cepios essentially assessed the requirements of the company, took the vast amount of data available in a somewhat disorganized fashion and changed the website from the inside out.

1. Contemporary look and feel:

There is nothing worse than going to a website today and finding an outdated, clumsy site, with clutter and no clear sense of purpose. Cepios designed a sleek, contemporary user interface that had a clean, uncluttered appearance, with all the information organized and easily accessible. Navigation has now become easy, with unambiguous terms like 'Find a Car' and 'Sell Us Your Car' leaving visitors in no doubt about what they should do next.



2. Customized Forms:

Links from the Home Page allow the visitor to browse through available cars by Brand, Price, Model and Year of Manufacture. There is also a form that instantly delivers the estimated value of any specific car. This makes the user experience not only more pleasurable but relevant to each individual's needs. And every customer is only 2 clicks away from making contact with a company executive.

3. Integrated SMS:

This was an important breakthrough in connecting customers to Sales executives. Every time a form is filled, either to make an enquiry about a car in stock or offering to sell a used car, an SMS goes out to a Sales executive. This allows prompt action and follow-up on all contacts – TSM can now make the extravagant claim that 'an executive will get back to you within 8 hours' and live up to it! Watching this feedback loop work so fast and efficiently increased customer confidence significantly, and drove sales.

4. Developing the Backend:

The back end of the website was revamped, with the entire inventory of cars available at any given time accessible. Tying together all the disparate bits of the business, including Finance options and Insurance, ensured that the customer experience was seamless and ended with results every time. and efficiently increased customer confidence significantly, and drove sales.

What Difference Did It Make?

The management at TSM Cars is quick to acknowledge the impact of the new website, and especially its ability to put potential customers directly in touch with their Sales team in a quick and efficient way. The enquiries they get through the website have seen a healthy 50% conversion into direct sales, opening up new avenues of business. K. Ravishankar, Partner at TSM, says that their foray into web-based business has served as an eye-opener, and estimates that it will be very valuable strategically in their future plans. He aims to include more web-based promotional activities as a part of the overall marketing strategy.

Was It Worth It?

In today's crowded marketplace, it seems unwise to pass up the opportunity to gain an edge over a competitor. This may be done simply by streamlining your existing operations, but opening up a new aspect of marketing and communication using the internet may actually be the step that gives you that elusive competitive edge. Since every business is different and has different needs, custom-designed website makeovers help to fit your website into a larger marketing strategy in such a way that your website actually begins to work for you, and doesn't simply serve as decoration.

T S Mahalingam & Sons thought it was worth it. You might too.

Cepios Software Solutions Pvt. Ltd.