

Case study

BSI achieves dramatic financial benefits from web redesign



Increase in online revenue by using HP Optimost

Industry

Professional Services, Standards & Publishing

Objective

Implement a comprehensive testing regime to support vital redesign of commercial websites

Approach

Used HP's consulting service, which provides total support from design and implementation to analysis, while applying multivariate testing tools with proven performance. Verified hypotheses with minimum impact on BSI's time and resources and improved the website to increase the conversion rate

IT matters

- Enabled rigorous clickstream and segmentation analytics to be performed
- Introduced a managed service approach to reduce pressure on IT department and eliminate testing bottlenecks
- Offered flexible licensing to cover testing on any domain and sub-domain

Business matters

- Supported a 40 percent increase in revenue from training services booked through website
- Increased booking click-throughs by 16 percent and conversion rates by 25 percent
- Sent 13 percent more traffic to course listing pages



“HP Optimost plays an important role in what we are doing at BSI and the improvements we have made represent a stunning amount of money.”

– Mark Fassbender, head of global web performance, BSI

Effective testing underpins a successful project

BSI (British Standards Institution) relies on its websites to generate leads and earn revenue but they were not performing. Abandonment levels were up, click-through rates and conversions to sales were down. A complete redesign was supported by HP Optimost analytical testing and the improvements have been dramatic.

bsi.



Challenge

Low conversion rates

BSI (British Standards Institution) was established in 1901 to standardize the width of London's tram rails. It was the world's first national standards body and from that simple beginning, it now operates some 34,000 active standards covering everything from safety helmets and manhole covers to cattle tags and space vehicles.

Research has shown that 72 percent of people recognize the BSI's Kitemark and associate it with safe and reliable products, while its quality management systems standard ISO9001 has been adopted by more than one million organizations in 178 countries.

BSI helps make excellence a habit, showing businesses how to improve performance, manage risk and achieve sustainable growth. In addition to the creation and publication of standards, it also provides supplemental services such as knowledge services, certification, auditing, product testing, training and software.

With offices in 67 countries, BSI operates some 40 websites including 28 for each of its primary locations and a number of thematic sites. The primary websites are a main revenue generator but they were not bringing results.

"There were issues with the main BSI website," says Mark Fassbender, BSI's head of global web performance. "It was presented by business stream and that is not the way that our customers think or consume information. It was built by people in-the-know for people in-the-know and was difficult to follow."

A redesign of all global sites was long overdue and the opportunity came in June 2011 when BSI embarked on a complete rebrand strategy, wanting to change its image from that of a box-ticking auditor to a business improver. To ensure success, they needed thorough testing for the new sites.

Solution

Effective testing

BSI sampled a number of testing and optimization solutions, but rejected them because they would require additional headcount, put more pressure on an already busy IT department, or be too labor intensive to implement.

Attracted by its hands-on managed service approach and flexible licensing, the team decided to conduct tests with HP multivariate testing software, Optimost.



40 percent Increase in training revenue from website

Optimost uses advanced pattern-matching, testing, and optimization capabilities to give businesses rigorous clickstream and segmentation analytics that help maximize online traffic and revenue. It also provides marketers with access to granular clickstream data, enabling them to aggregate, combine and analyze the information any way they choose.

Initially, the software was used to conduct full funnel testing on the checkout of BSI's shop website in an attempt to improve revenue. It was then used on the UK country site where fundamental changes included new templates, information, site maps and images.

Particular attention was paid to the training area of the UK site where analysis showed that 15 percent of visitors to the training landing page did not view any course details because of confused messages. Improvements were made to how information was displayed on the training landing page as well as refining the layout and messaging of the course detail pages.

Benefits

Improved bottom line

The hands-on, managed service capability is a major advantage of Optimost with briefs being quickly turned into test plans by Optimost technical managers.

"Technical resource was a challenge for us. The fact that we could set up and test directly, without having to rely on IT meant we could design and launch a test quickly, and then serve the winning formula through Optimost until our IT group could update the template to reflect the winning creative. That's a massive tick in Optimost's favor," says Fassbender.

"The flexibility of the licence also means that we can run tests on any domain or sub-domain which makes this very much an enterprise level product."

Changes made to the training pages increased click-throughs and decreased abandonment levels which led to more people viewing course detail pages where the actual conversion to a sale takes place.

Two weeks of tests with 5,000 viewers showed a 16 percent increase in booking click-throughs and a series of three tests on the course details page resulted in an overall 25 percent increase in visitors progressing to the booking process.

"This highlights the value of using Optimost," says Fassbender. "When we looked at the training landing page, a winning creative for that page resulted in 13 percent more traffic being sent to the course listing page and nearly 25 percent more traffic going to the course detail page."

Customer solution at a glance

Software

- HP Optimost

“We had already increased the conversion rate of that page by 25 percent and we were now pushing 25 percent more people to that already expanded funnel. In monetary terms, the effect of this was staggering and it has everything to do with the Optimost optimization testing we had in place.”

“To successfully redesign our sites we needed a proper testing tool. Without that, we were doing best-guess stuff and flying blind. If we got something wrong, the only way we would know was one or two weeks later when we finished an analysis of the metrics.”

— Mark Fassbender, head of global web performance, BSI

BSI has seen a 40 percent increase in training revenue that is directly attributable to courses booked through the website. Conversion rates continue to grow month-on-month and organic traffic has also increased by 30 percent.

“The UK site was the first of 28 country websites to use the tool. If we can replicate the UK success on each of those sites, this will have a very dramatic effect on training revenue. We also plan to use Optimost to run validation and refinement tests for each country to try to increase those rates by a few more percent,” concludes Fassbender.

Learn more at hpengage.com

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