

- Situation**
- A national distributor of perishable products sells its own branded products through multiple distribution channels
 - A significant portion of the business is also focused on custom private label business for many national retailers and grocery chains
 - While the company has a national presence, the original web presence and marketing materials gave the impression of a much smaller, local operation
 - The organization's website did not effectively convey the diverse value propositions to the appropriate audiences (distributors, chains, restaurants, end users/consumers, etc.)
 - The website was difficult to find and was not optimized for search engines
- Objectives**
- Design a new website to be a model for the fresh and prepared food market segment
 - Ensure the new website serves as an informational resource for each diverse customer and consumer audience
 - Ensure that customers receive timely industry news and updates
 - Develop the website with a flexible architecture that can be expanded to meet growing customer needs including the potential to add a business-to-business e-commerce portal and a mobile device site in the future
- Approach**
- Developed and documented website requirements
 - Tested copy tone and value propositions with target customer groups to ensure market expectations were being met
 - Update the visual site design to embrace a clean and efficient interface, which more closely matches the Garden-Fresh brand.
 - Created the site using standards-based, open-source tools that could supply consumers with relevant product information
 - Integrated an e-commerce module for product browsing that could eventually become the basis for an e-business portal
 - Developed and implemented a keyword and search engine optimization strategy
 - Designed a strategy to manage future updates and content revisions
- Results**
- Inbound calls for basic questions such as loading dock times, directions, etc. have been reduced by more than 1/3 in the first 6 months of site launch
 - Ordering accuracy increased by more than 10% which can be attributed to customers being able to cross-check item information
 - Customers are now able to leverage the website to locate basic product information and nutritional information
 - The new site stimulated immediate interest from customers who preferred to manage their accounts and place orders online
 - Real news feeds from FDA alerts allowed nearly instantaneous responses to national food emergencies, helping customers and consumers avoid unnecessary confusion
 - Sales and marketing staff get consistent feedback that the site has great information and prospective buyers call to ask further questions about featured products
 - A mobile website and a customer portal using the same content management system are under consideration