

Case Study

A Match Made in Heaven



THE CHALLENGE

A newly formed 'dot com' provided a matching service between customers requiring home improvements, and building contractors.

However, their existing web site produced numerous mismatches, causing frustration for both the customer and the contractors.



THE OUTCOME

Mismatches were almost entirely eliminated.

Customer transaction time was reduced by 75%.

Acquisition of contractors rose by 30%.



THE INDUSTRY

Dot Com Start Up



INVESTMENT

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WE USED

Process
Management
Business Analysis



Sustainability

Improved matching of contractors per geographic location reduced travel distance and related costs.

This was the briefing...

Improve the accuracy of the matching to ensure that mismatches were eliminated.

The client said...

"Seeing the website function as it was intended is a huge relief to us. Thank you."

The roots of the challenge...

Analysis showed two major issues:

- a) The categories for the type of building work were inaccurate and incomplete;
- b) The geographical matching - based on distance alone - was flawed.

What we did...

New categories and more sophisticated search criteria were introduced into the system logic.

Location matching was redesigned, based on a postal code algorithm to ensure that contractors were only offered jobs in their preferred locations.

The customer web site was remodeled and streamlined.

A new lead-based model was introduced for registration fees.

Process Specialist
Business Analyst

Operations Manager
IT Developers

