



// CHALLENGE

Wildeck needed to grow online sales for their recently-released lower cost, economy guardrail. The product team was under pressure to lower costs, but they were not convinced that it was the best way to increase sales. Before developing a strategy, they needed to better understand how customers made the decision to purchase guardrail online.

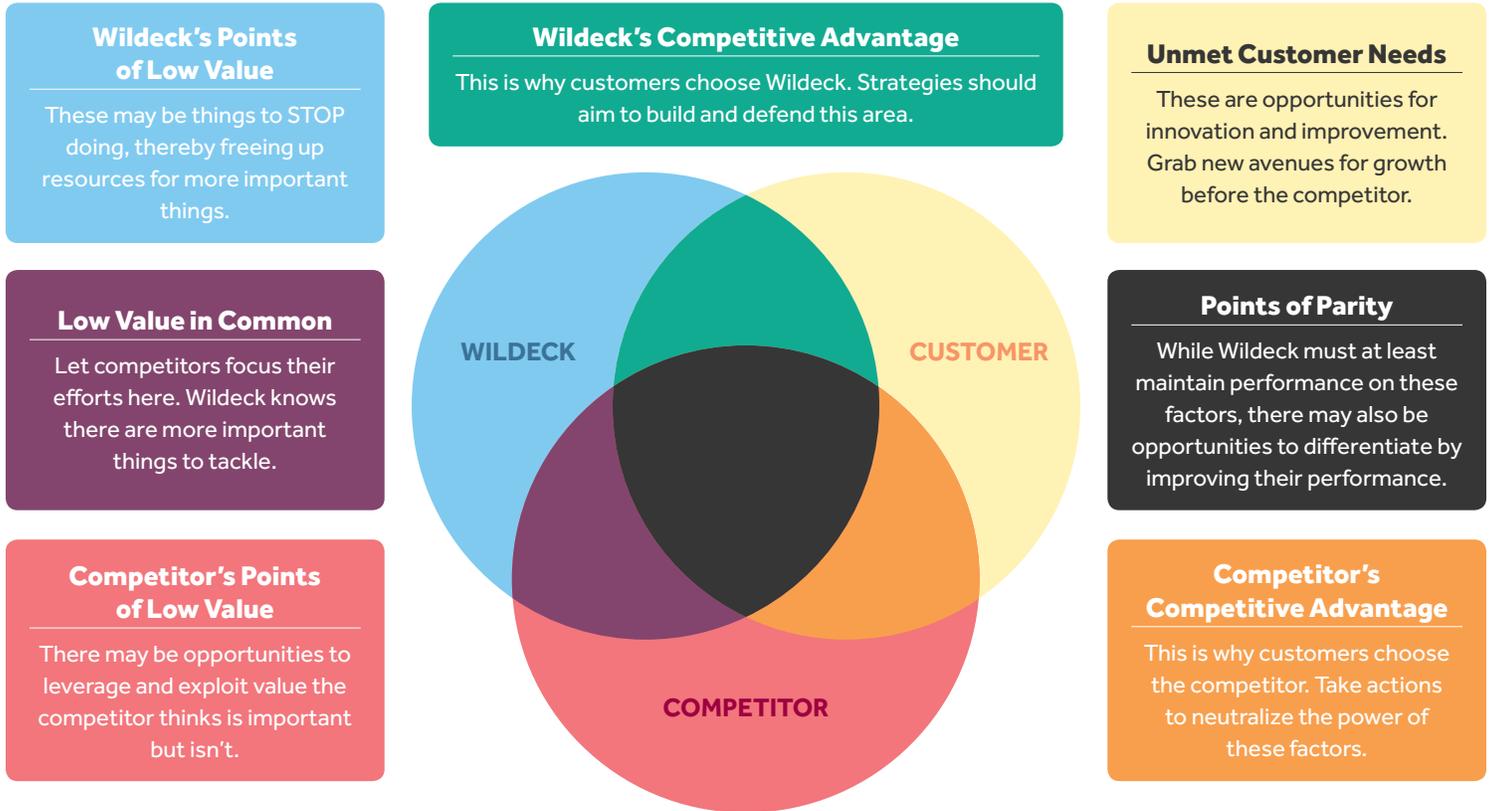
// SOLUTION

Wildeck partnered with Vennli, whose software and services improve business decisions by making it easy to understand how customers make choices. Using the integrated survey platform, Wildeck easily gathered real-time insights about what's most important to customers and how they choose between competitors. Intuitive data visualization quickly lead to decisions aligned with customer needs.

// KEY INSIGHTS TO DRIVE BETTER DECISIONS

After engaging with Vennli and listening to their current and prospective customers, Wildeck learned three key insights:

1. The most important factor to customers when deciding to purchase guardrail online was the inclusion of all necessary hardware in the purchase price.
2. The ease of navigating around the website was highly important but none of the guardrail providers were seen as adequately meeting this need.
3. Low price was not one of the top five factors impacting the customers' purchase decision.



Armed with these insights, Wildeck was able to confidently develop a plan to address their business challenge. They were able to demonstrate to executives with customer data that price was not the most important driver of sales and therefore lowering price was not the best solution. This gave them the leadership buy-in to develop a strategy that would differentiate themselves on factors that were more important to their customers.

// RESULTS

The team decided to continue including all hardware in the price of their guardrail and expand the offering of this feature to other product lines as well. Additionally, Wildeck redesigned their website to make it easier for customers to obtain price quotes and complete their purchases.