



University of Wisconsin-Madison

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“Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business”

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Project Report

Enhancing TDS Website for B2B Customers

Project Sponsor

TDS Telecom

Authors

Stephen Hendriks
Rania El Desoki
Melinawati Tedjo
Naveen Duraisamy
Ashwath Ramdas

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Executive Summary

TDS Telecom is in the business of supplying land-based phone, Internet and satellite based television services. These business segments have experienced intensified competition from cellular phone and cable TV operators in recent years. Our student-team performed benchmarking analysis of competitive and non-competitive websites, to compile best practices of Website design and features that would help TDS enhance its website for its business [B2B] customers.

The websites were analyzed and compared on the basis of navigation, product & services, search, customer service & support, and a real estate analysis was performed. The websites which scored high in each of the segments, were considered as sources of best practices among those evaluated.

Some of our findings and recommendations include:

- Reduce the number of “clicks,” for users to reach desired content
 - ⇒ Dropdowns are a good replacement within the navigation structure.
- Segmentation and descriptions are necessary to clarify the path for users.
- Decision support tool/system is recommended to help customers with product selection, comparison and decision making.
- Videos are a useful tool to assist users and deliver product related information
- More powerful search tool/functionality, possibly by an external search engine, is recommended
 - ⇒ Multi-parametric search options
 - ⇒ Image display for product search
 - ⇒ Categorizing results
- Support services to be categorized to offer full help to customer by providing glossary, troubleshooting, and frequently asked questions [FAQs].
- Increased promotions are recommended to attract attention, highlight products, and augment sales.

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