

Case Study – ViewSonic



Overview ViewSonic Corporation is a leading global provider of visual display products. ViewSonic develops, markets, and supports a broad range of innovative products and is recognized worldwide for its LCD monitors, LCD TVs, projectors, digital signage displays, digital photo frames and other display solutions.

Challenge ViewSonic needed to find a way to convert ready to buy online consumers into paying customers. From their corporate website they wanted to offer contact information (address and phone information) as well as maps and driving directions so that consumers shopping for products online could find local locations. They also wanted the ability for consumers to purchase products online through their online retail partners.

Solutions ViewSonic originally choose Where 2 Get It's Business Locator in 2004 to provide where to buy functionality on their corporate website allowing consumers to search for local retailers using zip code, city/state or address.

ViewSonic also added criteria searching to allow consumers to filter locations by Audio Visual Dealers, Government and Education Resellers, Local Resellers, National Resellers, Rugged Hand Held & Wireless Display Integrators and Digital Signage Authorized Resellers.

ViewSonic then added Product Locator to allow consumers to purchase products online through their online retailers. From ViewSonic's product page a consumer can click on the "Online Merchants" link to go directly to the online retailer's product page. They can also click on the "B2B Resellers" link to get local locations carrying that specific product.

In addition, ViewSonic added ranking to their online retailers to allow top tier partners to show up first giving ViewSonic the opportunity to use online feature as business partnership tool.

Results Where 2 Get It has evolved with ViewSonic's ever changing needs in their efforts to help customers easily find the right products and solutions.

"Where 2 Get It continues to offer solutions that are ahead of the curve," said Melinda Beecher, Senior Manager, National Channel Marketing, ViewSonic. "Where 2 Get It has delivered significant value to ViewSonic's Web-based customer experience as well as our channel partners. Our online retailers say they depend on the locators as a valuable source for leads."

ViewSonic will be upgrading to Where 2 Get Its new SlippyMap™ Technology as part of their new website redesign to create a simple, relevant and intuitive website that will enhance the user's experience.