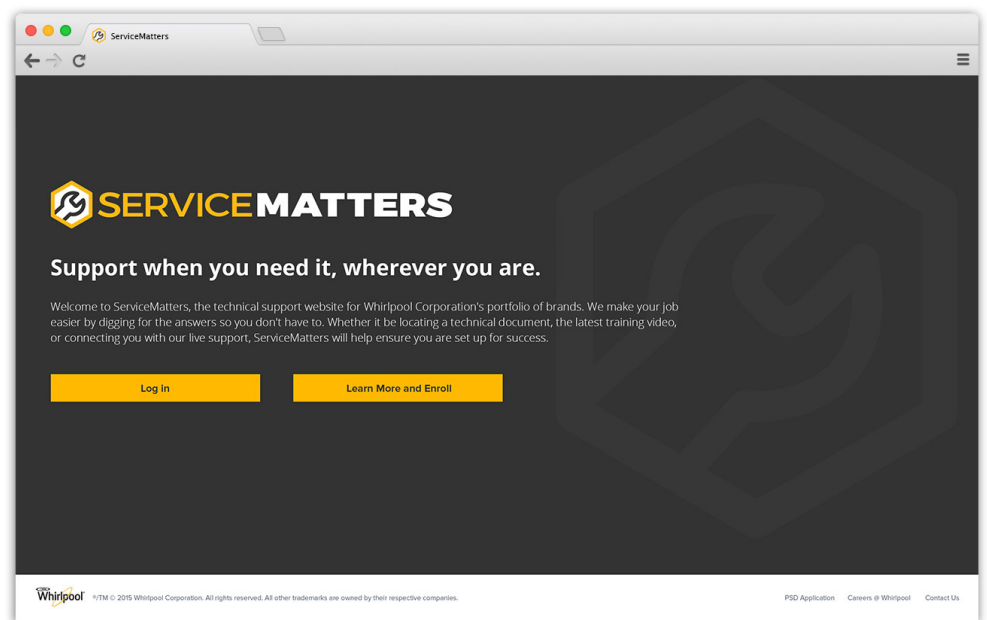
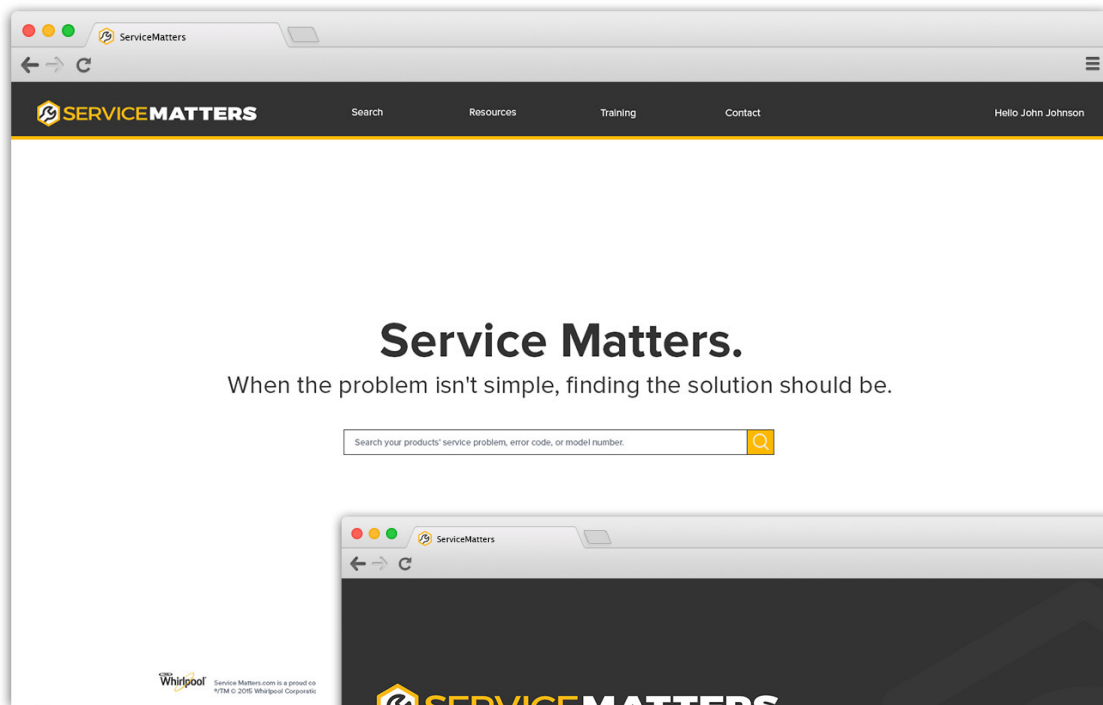




SERVICEMATTERS.COM DIGITAL SOLUTIONS



JohnsonRauhoff redesigned and developed ServiceMatters.com, a web-based resource for Whirlpool service technicians, enabling them to work faster, accurately, and more dependably.





ABOVE ALL ELSE, RESULTS®

SITUATION

ServiceMatters.com provides the ability for Field Service Technicians to search technical documents in the field. Documentation searches provided inaccurate information, worked inconsistently, and timed out during peak usage. The site was not mobile-friendly and the technicians did not want to use it because of end-user frustrations.

OBJECTIVES

- Redesign and rebrand a responsive, intuitive website using UI/UX best practices
- Host a cloud-based solution with page load time of less than 3 seconds
- Create a search engine that accesses Whirlpool's document library to return accurate results
- Website needs to support up to 300 simultaneous users at any time
- Reduce call center volume, resulting in reduced costs

STRATEGY

- Utilize Amazon Web Services (AWS) to host the solution using 15 servers across 4 availability zones
- Use Whirlpool's API, pulling all technical documents securely to the AWS cloud solution every 24 hours to eliminate problems encountered by the client's firewalls
- Follow agile methodology software development using UI/UX best practices for optimal user experience
- Create website using HTML5 and the JavaScript React library to increase site speeds and load times
- Create a new logo, look, and feel to the website

TACTICS

- Conduct usability studies to better understand target audiences and their needs
- Reduce page count from 78 to 15 pages to reduce frustration with navigation
- Design site with no photos and limited graphics for faster page load times
- Implement Elasticsearch AWS technology for very fast database searching

RESULTS

- More technicians are using the new website with a 49% increase in overall sessions
- 72% reduction in pages per visit and 25% reduction in session duration, indicating that technicians are finding information faster and increasing productivity
- Increased website usage, resulting in a 30% reduction in total call center volume for the tech line
- Searches over 92,000 documents and displays results in 0.164 seconds
- Delivered project on budget and ahead of schedule by 3 months while increasing the project scope

