

# **Suzuki Case Study**

**Sales rise from  
£253 million to  
more than £366 million.**

## Problem

### Difficult to use website.

Suzuki is a Japanese multinational corporation operating in over 180 countries. It was founded in 1909 by Michio Suzuki and incorporated in 1920. Since then it has given the world a range of machines from looms to motorbikes and cars.

I was asked to devise the communication strategy and information architecture for the new Suzuki car website.

#### Problems facing Suzuki:

- The existing website (above right) had been built in Flash.
- The user experience was dreadful.
- The website was unfocused with too many calls to action.
- The competition had equally complicated websites.

Despite being great at building value cars and SUVs, the website was holding Suzuki back online.

Confident in my ability, I accepted the call to reimagine the Suzuki customer experience.



The previous Suzuki website.

#### Note

Thousands of companies commission new business websites every year. However, few of them conduct any business strategy, communication strategy or website planning work beforehand.

Few web design agencies offer this service either.

Not doing this work is a recipe for project paralysis and often results in the production of mediocre websites. Businesses are then at risk of commoditization, as little brand value is presented or perceived by target audiences.

It doesn't have to be like this.

# Solution

## A simplified experience.

A pre-planning advisory and budgetary planning phase commenced 12 months before the main development started. This helped guide expectations and initial budgeting.

### Research

I conducted forensic research into Suzuki's competitors and found significant opportunities for Suzuki to gain a competitive advantage. Competitors such as Ford, Fiat and Hyundai seemed to use quite complicated navigation systems on their websites so I was even more eager to help Suzuki's customers get to where they needed to go effortlessly.

### Strategy

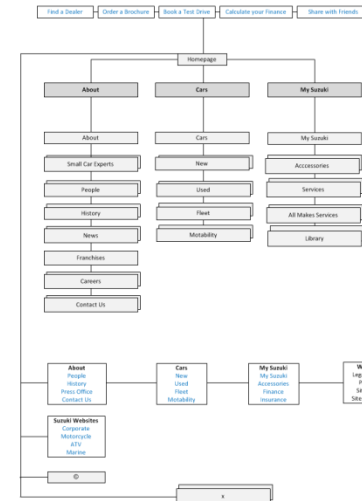
My strategy for the new website was based on delivering an emotionally intelligent, frictionless and simplified experience. This approach complemented Suzuki's values and communication goals beautifully. Making life easier for prospective customers can have a significant impact on sales. Some research into this area has shown uplifts of up to 400%, just from making a website effortless to use.

### Information Architecture

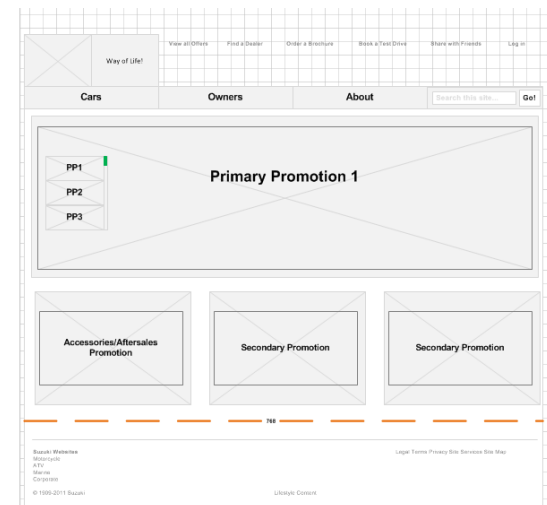
Following my research and meetings with the Suzuki team, I commenced work on developing a communication strategy for the website. This was then transformed into a sitemap (above right) and a full set of wireframes (homepage wireframe right). I then created a range of user journeys through these wireframes to illustrate and test how users could effortlessly navigate around the new website.

I then presented my work to the Suzuki management team who were amazed that I'd been able to simplify the website into three core areas: Cars, Owners, About.

### Sitemap



### Homepage Wireframe



## Result

### 33% growth in sales.

Following testing (user journeys and UAT) and creative discussions with the design team, the website went into full production and successfully launched in March 2012.

The new website has proved to be a significant step forward for Suzuki.

The UK has gone from being Suzuki's fourth largest market in Europe to its largest market. In 2013, Suzuki enjoyed a 33% growth in car registrations, hitting 33,000 units, with a 0.3% growth in market share.

Turnover, which was in decline prior to the launch of the new website, rose from £253 million to more than £366 million.

### Testimonial

"Stuart has a great understanding of strategy, information architecture, and copywriting, hence he was the natural choice for helping to drive forward the new Suzuki car website.

The pre-planning, budgetary advice he gave was invaluable and the information architecture he created was a great step forward for Suzuki.

I have no hesitation in recommending him."

**Chris Reid**

**Suzuki Cars Project Manager**



### Want to reimagine the future of your business?

Solving business problems and helping to achieve outstanding results is what I do.

If you'd like to talk about how I can help your business, please get in touch on [stuart.wood@stuartwood.co.uk](mailto:stuart.wood@stuartwood.co.uk).

## Lucky?

### Other examples of my work

I have more than twenty years' experience improving the performance of businesses.

#### Brightlines

The business was turning over around £200k.  
It's now turning over more than £1m.



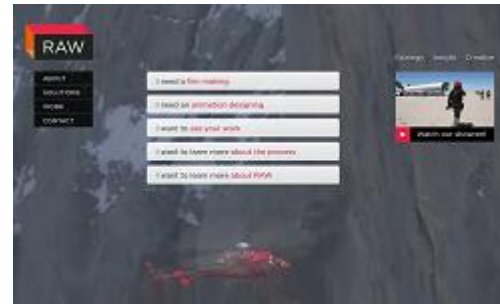
#### Mind Tools

Mind Tools was stuck on £800k turnover.  
It's now turning over more than £1.6m.



#### RAW Productions

From sales in decline and three inferior websites to achieving a 30% growth in sales.



#### Time to talk?

If you'd like to talk about how I can help transform the future of your business, please get in touch.

#### Get in touch

You can contact me directly on [stuart.wood@stuartwood.co.uk](mailto:stuart.wood@stuartwood.co.uk) or by visiting [www.stuartwood.co.uk](http://www.stuartwood.co.uk).

