



A D2 CASE STUDY

Challenges:

- High product returns and support calls, along with low customer ratings, threatened the success of a new line of private label TVs

Solution:

- Applied proven methodology to identify key drivers, define actionable recommendations
- Worked with the client to execute primary recommendations

Results:

- Reduced product returns
- Reduced support costs
- Improved customer ratings
- \$88M ROI

REVERSING HIGH TV RETURNS & CALLS, LOW RATINGS

After launching a line of private label TVs, a Fortune 500 consumer electronics retailer almost immediately experienced issues with return rates and tech support calls and low customer ratings. The Vice President of Product Development turned to D2 for help.

OUR APPROACH

We started with our holistic Trifecta methodology, which was already in place with the retailer and turned our attention directly on TVs. We performed a number of usability studies, analyzed data, and evaluated the communication pieces, including user docs and packaging. We identified a number of opportunities and worked with our client to develop a plan to improve the product.



Leveraging all of the information gathered, we redesigned communications materials, created a customized on-screen TV menu (which we still maintain and update to this day), and suggested numerous product changes. We continue to analyze TV data on an annual basis, resulting in continuous improvement to the product line.

THE RESULTS

We have worked on the TV effort with this company for over three years and have seen tremendous improvements over that time. They have realized a drop in tech support calls, a drop in returns, and an increase in customer satisfaction ratings. Looking at returns only, this company realized an \$88.3 million savings over the three years. This does not include the savings from reduced calls or the impact of improved customer satisfaction. The cost to them for D2 work was approximately \$88k.

ROI

1000X (conservatively) - \$88,000 invested, \$88,300,000 realized

For more information

www.d2worldwide.com

605-232-4170

P.O. Box 644

North Sioux City, SD 57049