



# Successfully supporting a TV mount launch

**CASE STUDY**

## Challenges:

- Client understood the value of a great customer experience but wasn't sure how to go about creating it
- Product team needed objective input on ways to achieve goals

## Approach:

- Applied proven team approach to designing an easy-to-use setup guide
- Worked with the product team to implement critical product changes

## Results:



Improved customer ratings



Increased sales and profit margin



Successfully avoided litigation

## For more information:

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The founder of a TV mount company (let's call him "Tim") wanted to serve his customers better than anyone else. His timing was perfect. The digital TV mandate in the U.S. had triggered an upshot in flat screen sales and customers needed a new way to display their TVs. Tim called D2 to help him create a great customer experience.

## Our approach

We know that outstanding setup is essential to a great customer experience so our goal was to come up with a simple, intuitive, and exceptional setup guide that Tim's customers could rely on. To do that, we assembled a team consisting of a technical writer, graphic designer, behavioral scientist, patent agent, and engineer.



Working with the product, we discovered that it was confusing and too heavy to easily install. We also learned from the product team that a major player in the TV mount industry was suing for patent infringement on a mount mechanism used across the product line.

Applying expertise and industry knowledge, we removed material to lighten the weight and make the mount easier to handle. This reduced both shipping and material costs. We also created a new setup guide that doubled as a mounting template. Customers could drill holes through it and place the mount on top to ensure perfect assembly. Then, like a tear-away football jersey, the guide could be pulled out from behind the mount. To top it off, we reimaged ways to present hardware components to the customer to reduce confusion and part loss.

## The results

The new TV mount was a success and the changes we introduced were applied across the product line. **Customer satisfaction and sales increased** while **product and support costs dropped. Profits grew dramatically.** Tim's company was able to successfully avoid litigation and even asked D2 to help them develop their own patent portfolio.

*"D2's professional attitude, extensive product experience, and teamwork approach helped us gain a significant competitive edge in the marketplace."*

*– Tim, company president*