



University of Wisconsin-Madison

UW E-Business Consortium

"Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business"

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Project Report
(Abridged Version)

Web Strategy for Improving TDS Telecom's Website for B2B Lead Generation

Project Sponsor

TDS Telecom

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Executive Summary

The Internet allows today's consumer to be very informed and knowledgeable of products and services. Customers have the ability to search the Web to find the best products that meet their needs (e.g., lowest price). They can also troubleshoot products, find customer service information, or pay bills online. With the ability to inform and reach all its small business customers and consumers on the Internet, TDS Telecom's Website is a valuable tool for the company.

The student team was asked to help TDS Telecom enhance its Website to support B2B lead generation. This project focused on small business customers. To achieve this primary goal, several activities were performed including a competitive Website analysis, employee interviews, customer interviews, and a search keyword analysis.

A Website Analysis Tool was formulated to assess how competitors utilize their Websites to attract and serve prospective B2B customers. The team also studied Websites of other companies that sell complex products (e.g., infrastructural products such as power systems, control systems, etc.) to gain insight into best practices on how these companies utilize their Website to assist customers in product selection, etc. Next, a series of employee interviews were completed with various TDS Telecom account executives, general managers, marketing managers, and E-business managers to gain important insights. The interview questions were designed to gain an understanding into the B2B customer's decision-making process in identifying, evaluating, and selecting a TDS Telecom product for their needs. These interviews also strived to understand the types of Web content and decision-aid (tools) that would help the customer and the TDS Telecom employees through the sales process. Customer interviews were another part of the project. These interviews focused on learning the customer's decision making process during product selection and understanding types of Web content and tools that would be beneficial while making their selection, and future tools and features they would like to see. The final activity completed was a search keyword analysis. The team conducted an analysis of various keywords to gain insight into how search marketing tactics can be employed by TDS Telecom to attract customers.

Based on the competitive analysis of Websites using the Website Analysis Tool, insights gained from employee and customer interviews, and a keyword analysis, the team compiled a set of recommendations and best practices for TDS Telecom to enhance its small business Website to attract and serve prospective B2B customers.

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