University of Wisconsin–Madison
UW E-Business Consortium
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Project Report

TDS Telecom
Enhancing the Online Shopping Experience for TDS' Triple-Play Product/Service Offering

Project Sponsor

TDS Telecom

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December 2006

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PROJ-05-06
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Executive Summary

Our team performed an analysis of TDS' current online shopping process for the 'Triple Play' option. The Triple Play is a bundled service package that includes telephone, internet, and television. TDS' current online shopping process poses various challenges related to web page format, navigation, and number of options offered, to name a few. Our main objective for this project was to provide TDS with recommendations to improve the overall online shopping process.

In order to achieve this goal, our team performed three streams of work in this project. First, a benchmarking analysis was performed in which 14 companies, including TDS, were evaluated on quantitative and qualitative criteria. Second, a full competitive analysis was executed where we divided the shopping process into three main categories namely finding the bundle, building the bundle, and buying the bundle. This allowed our team to have consistent criteria on which to evaluate each competitor. The word 'competitor' is used loosely here because not all 13 companies evaluated were direct competitors of TDS, but they all offered the Triple Play option or some sort of online shopping process that would help our team gain insights into the industry. Third, the team performed an analysis of the online shopping experience for "product bundles" offered by non-competitor companies from other industries such as banking, food, travel, and retail. The purpose of this analysis was to identify best practices in online shopping of product bundles, and gather ideas that TDS could perhaps integrate into their online shopping process for the triple play.

The biggest challenge our team faced was the complexity of the process that we were dealing with. Not only was the online shopping process itself complex, but also the industry in which TDS operated. Since TDS started out as a telecommunications company, they face some regulations that other companies in the industry do not. Due to these regulations, some recommendations that our team have suggested may not be viable in their given situation.

Throughout the project our team collected ideas that TDS could use to improve their overall online shopping process. Some of our findings/recommendations include the following:

- Give more prominence to the Triple Play option on homepage
- Create a tracking bar that tracks the entire shopping process
- Change process to use a minimal depth of pages
- Consider having pre-built bundles to simply process of choosing options
- Enhance the shopping cart to provide customers with accurate up-to-date cost information

A complete list of all our findings and recommendations is discussed in Section 5 of this report.

Acknowledgments

The team would like to thank the following people for their effort and enthusiasm on this project.

Cathy Knight, of TDS Telecom, for providing support and guidance to the team

Amy Skalitzky, of TDS Telecom, for providing guidance and for taking the time to sit in on meetings and provide valuable information

Leah Downey, of TDS Telecom, for providing information regarding usability testing currently taking place at TDS Telecom

Professor Raj Veeramani, of the University of Wisconsin-Madison, for providing advice and guidance for this project and also giving us the opportunity to gain real world experience

Thank you,

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