

STANLEY Engineered Fastening



World's Fastener Leader Retools Customer Experience

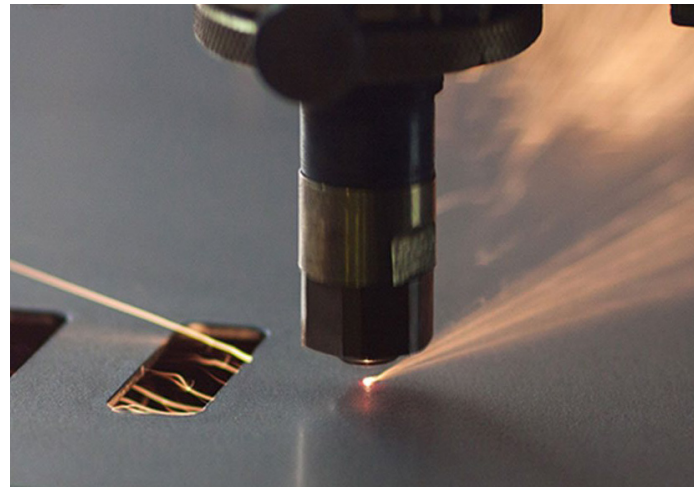
Growth through acquisition is a proven business strategy. But for STANLEY Engineered Fastening and its global network of offices, the result was a disjointed website experience that greatly frustrated its loyal customers. Fourteen websites provided inconsistent information and messaging that no longer mirrored STANLEY Engineered Fastening's position as the market's global leader in fastening. Arke answered the challenge by thinking beyond the website and considering the total customer experience online and off today – and in the future.

GOAL

Replace the highly fragmented user experience of 14 global sites with a single, comprehensive website for dealers, engineers, and sales.

CHALLENGES

Multiple global sites attempted to meet the needs of users across the supply chain, including manufacturers, engineers, distributors and sales organizations. The result was a user experience that varied greatly in different countries. The STANLEY Engineered Fastening digital experience had become fragmented, confusing, and inefficient.



INDUSTRY

Fastening & Assembly Technologies

SERVICES

Arke Marketing Technology
Alignment (MTA)

STRATEGY

Create a world class customer experience for all stakeholders. Lay the foundation for future expansion against a multi-year roadmap. New website design, information architecture, Sitecore and Coveo implementations. Integration with five additional platforms.

TECHNOLOGY

Sitecore 8.2, Coveo, Salesforce, Pardot, Clay Tablet, Solidify, and Mectronic

STANLEY Engineered Fastening has the world's most diverse portfolio of fastening products. It earned this position by focusing on customer needs, employee talents, and the advancement of assembly solutions. The company has been revolutionizing fastening and assembly technologies for almost 100 years. With \$12.7 billion in 2017 revenue, it is the largest business to business division of STANLEY Black & Decker.

STANLEY Engineered Fastening's multiple sites were far too difficult to navigate. Users could not easily locate the parts they needed. They could search only by brand, not product types, which created additional work and frustration. Many were unaware that STANLEY Engineered Fastening offered a wide variety of product lines, which barred the company from valuable upsell opportunities.

Further complicated by numerous language barriers and inconsistent inventory product descriptions, the company was in strong need of a complete website redesign.



SOLUTION

Arke worked with company leadership to reimagine its digital experience. The project started with a discovery deep dive by STANLEY Engineered Fastening's internal team. The process included in-depth interviews with more than seventy stakeholder interviews across the user spectrum. Universally, users wanted a less confusing ordering process and needed much faster fulfillment. Arke then synthesized the findings to identify common themes and pain points the new web experience needed to address.

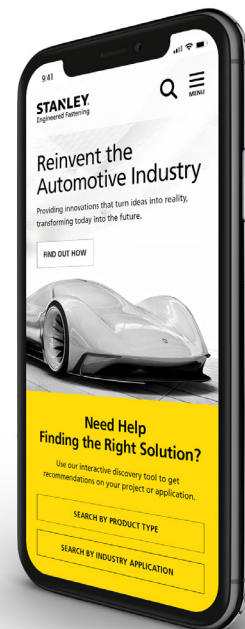
Arke's human-centric design process started by identifying the five core audiences who regularly utilize the website: Lead/Junior Engineer, Distributor, Product Manager, Sourcing Commodities Manager, and Sales/Customer Service. The needs of these personas then dictated the information architecture of the new site, as well as search functionality.

The team built in-depth present day and future customer journeys for each persona, identifying friction points and critical milestones. User need states were considered and used to inform the new website's organization and ecommerce ordering process.

We worked specifically to reduce the time required for users to locate, order, and receive parts. Accommodating future growth was a priority, allowing STANLEY Engineered Fastening to scale as the company continues to grow through future mergers and acquisitions.

ENHANCED SITE ANNOTATIONS AND TAGGING

Reducing site content, retagging product descriptions, and new information architecture were key to the new website. The content migration and



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relabeling process was laborious, yet essential to delivering users more complete information and the ability to locate all available parts.

Initial site launch included just the U.S. website. The next step will involve expanding the platform to five additional regions web properties, including translation and site support in eight languages. As translation of the new website content is complete, the old sites will be retired. Migrating the sites individually will be less-disruptive for users, and ensure the quality STANLEY is known for throughout the parts industry.



RESULTS AND FUTURE GROWTH

After months of research, careful collaboration, and hard work, the new STANLEY Engineered Fastening website, (www.StanleyEngineeredFastening.com) launched to very favorable reviews.

Plans for the project's next stage include migration of additional global sites, beginning in 2019.

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