

Driving qualified leads for manufacturing with a digital upgrade

A case study for GARED Holdings



576

Game Plans = 4x increase in qualified leads

\$3M+

value of qualified leads

\$240K+

in operational savings

200

new dealers added to network

Company Overview

GARED Holdings LLC (GARED) has been manufacturing durable sports equipment for indoor and outdoor play environments for almost 100 years. Operating under two distinct brands, the company sells its products through an extensive network of U.S. and international dealers. GARED Sports markets to schools, facilities, municipalities and parks, while Performance Sports Systems (PSS) serves facility designers in the architectural community.

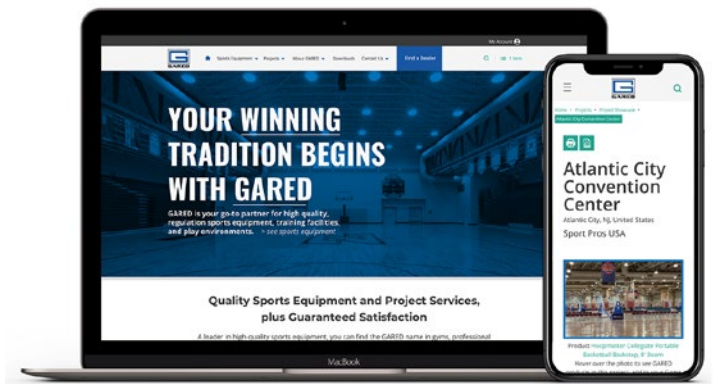
Challenge

GARED wanted to transform its web platform to provide the key users – customers, dealers, and sales team – an enhanced online experience that allowed them to easily consume product information and connect with each other throughout the sales funnel. Its current sites were difficult to navigate, and users were uncertain about what they could or should do on them. The company also sought to gain efficiencies from sharing features and resources between the two sites, while still projecting a distinct look and voice for each brand. Replacing its printed catalog and Microsoft Access database with a digital product catalog was one of GARED’s requests when contracting with Spry to create a new online experience.

Strategy

Spry Digital began by conducting user research to understand how GARED’s sites were perceived, how they were being used and what would make them more valuable to their different types of visitors. The feedback from the company’s sales team, dealers and customers provided insights into the company’s sales and operational workflows and helped identify user needs and gaps in the GARED online experience.

Spry developed the information architecture, content architectures and prototypes that defined how a user would navigate and interact with the site content in a contemporary digital experience. The strategy entailed using a single shared codebase to power two public-facing websites.



Execution

Working in an agile environment, the development team built the web platform on a single instance of the Drupal 8 content management system. While the customer interface featured a distinct look for each of the brands, having only one codebase to develop, update, and maintain, allowed Spry to optimize GARED’s initial and ongoing expenses.

An integral part of the solution was the creation of a digital product catalog that fed both brand sites. The digital catalog assembled all assets related to a product – specifications, images, warranties, installation instructions – in one easily accessed, dynamic library that encourages exploration and interaction.

Spry also introduced a unique customer experience to the GARED sites that was instrumental in generating qualified leads: Game Plans. A user saves all the products needed for a play environment into a Game Plan. When a customer shares a Game Plan with other project stakeholders, both the preferred dealer and GARED sales personnel are copied, providing them insights into the customer journey and opportunities for follow-up.



The implemented account-creation feature facilitates interactions between GARED sales personnel, dealers and their customers throughout the sales process. By allowing customers to manage their Game Plans and connect with preferred dealers, this enhanced user experience is designed to drive engagement and conversions.

Spry provides ongoing support for GARED, identifying and implementing enhancements to drive further business results and leverage GARED's investment in its digital upgrade.

Results

In the first year, customers created 576 Game Plans. These qualified leads – a quadruple increase from the previous year – represented more than \$3 million dollars in potential sales. The vastly improved ability to maintain, update and access the product information in the digital catalog led to a reduction in workload, errors and response time for the manufacturer. GARED was also able to eliminate its hard-copy catalog, saving an estimated \$240,000 in printing and distribution expenses.

An unanticipated benefit of the new web platform was the expansion of GARED's dealer sales channel. Since the launch of the revamped GARED Sports and PSS sites, more than 200 new dealers have requested to join the GARED network.

“ When starting our journey of updating our digital presence, Spry presented a forward-thinking solution to grow our business. Their unique solution was a smart investment for GARED. It has already created a measurable ROI for our digital platform and resulted in a more streamlined workflow for our team members and customers.

Laura St. George

*VP of Sales and Marketing
GARED SPORTS*

