

How FCR Media Ireland automated website QA and improved sales

“Insites helped change how we manage and optimise our website fulfilment process, with the benefits being realised through increased customer satisfaction and sales confidence”

James Launders – Head of People, Product & Sales Operations, FCR Media

37%

boost in sales.

65%

reduction in costly re-works (estimated).

The challenge

FCR Media is the largest digital media agency for SMEs in Ireland, producing a high volume of websites with demanding QA requirements.

Their QA process was labour intensive and occurred late in production, meaning that when problems were discovered they required time consuming reworks to fix. Sales confidence was increasingly limited by the speed of fulfilment.

By improving their website QA, FCR Media aimed to remove this limit on their fulfilment process, and thereby increase sales revenue.

“If sales does not have confidence in product delivery they will not risk their relationship with a customer and results will suffer.”

Paul Wood

Chief Marketing Officer,
FCR Media

The solution

FCR Media chose the Silktide Insites platform to optimize their website QA process.

FCR Media’s existing quality control checks were translated into automated checkpoints that Insites could test for. Now anyone could request an automatic QA check of a website within minutes.

This put the tool in the hands of the designers to use during the build process, allowing them to learn from and self-correct errors, thereby significantly increasing the speed of production.

The technical QA team was re-purposed to focus on website content, helping to product more consistent, higher quality websites.

KPIs became transparent and accessible at any time by managers and designers. Even sales reps could request a QA report before visiting a client to reassure their customers about the quality of their website.

Integrating and training Insites QA proved quick and painless. Acceptance of the tool was easily achieved once designers understood how greatly it reduced the amount of reworks.

Outcomes



Faster production – reworks were reduced by approximately 65%. Designers were able to perform QA themselves, providing ongoing learning and reducing overhead.



Increased quality – Time previously spent on manual QA was re-purposed to focus on content, resulting in better websites for customers.



Increased sales – website sales increased 37% (from Q1-Q3 2016 to Q1-Q3 2017). Improving the quality and speed of production resulted in increased sales confidence and revenues.

About FCR Media

FCR Media Ireland is the largest digital media agency for SMEs in Ireland and the owner and publisher of the Golden Pages print and online directory. Offering a full suite of digital products from websites to presence management to 360 virtual tours, FCR Media has been a trusted advisor to SMEs since 1967.

About Silktide

Silktide is a web intelligence company based in the UK. Founded in 2001, they help analyse the digital presence of tens of millions of businesses every year. Learn more about Silktide at silktide.com