

# Tait achieve improved efficiencies by outsourcing to LeftClick Labs

Enhanced product clarity and improved development efficiencies achieved



**radio communications**

TECHNOLOGY / COMMUNICATIONS

**Tait Electronics is a leading provider of advanced voice and data radio communications solutions for mobile organisations throughout the world. Tait have been producing mobile radio products and solutions for four decades, developing the Tait name to be synonymous with innovation and flexibility. Tait provides integrated solutions for industries such as public safety, government, utilities, transport, and national security.**

## BUSINESS CHALLENGES

- Slow and painful to implement web initiatives
- Lack of expert knowledge
- No measures of success

## BUSINESS CHALLENGES

As a global leader in the radio communications industry, the web is a vital component to various functions of Tait's business.

The web serves as a key channel to the acquisition of new business and also provides vital day-to-day support to Tait's customers and distributors.

As is typical for large organisations, there were many internal departments that had their own unique view of what the web should provide. The main focus had been on putting more content on the site and the online customer focus was not in the front of their minds.

Tait had an awareness that they did not have anyone who specialised in interface design or usability, and that this was an obvious gap.

Time factors were also a problem, "We just don't have the time to worry about these things, even though they're really important"

## SOLUTION

- Service Level Agreement
- Consultancy
- Interface and Interaction Design

says Jaco Swart, Website Manager for Tait.

"We were definitely aware that we could do better, but we did not realise just how much better!"

The organisation also had some awareness about web site measurement, but not about web analytics and why it is important. This was a direct cost to the business through lost opportunity. "People were either not asking for it, or just didn't know why Tait needed it"

The Tait web team also had some difficulty in managing the direction of the website with the multiple vendors involved.

"Each of the parties have different viewpoints and don't share the same sensitivities to the customer. All of them are aware of customer-centric principles, but it's not their focus."

## SOLUTION

Tait first came to LeftClick based on the understanding that LeftClick were specialists in usability.

## RESULTS

- Web initiatives move forward faster and much easier
- Increased awareness and sensitivity to online customers
- Improved measurement capabilities

"At the outset, the perception was that LeftClick would help us with usability and interface design. We had no idea how far-reaching their services would go at that time" says Jaco.

LeftClick helped Tait resolve a number of interface design problems and these engagements raised an awareness of issues that Tait had previously missed.

As a result, Tait selected LeftClick as a preferred supplier for web optimisation services through a Service Level Agreement (SLA).

The SLA covers various aspects of optimisation, including website analytics, strategy planning, consultancy, interface design and A/B split testing. These services are now embedded into Tait's monthly web operations.

The flexible nature of the SLA has meant that Tait can effectively use LeftClick as an extension of their own team.

# // Making it easier is the keyword. But there's more to making it easier than what you initially think, and that's essentially the value proposition of LeftClick."

Jaco Swart, Website Manager, Tait Radio Communications

LeftClick have provided an 'open door' policy to Tait that provides them with anytime access: "When we have new ideas or challenges, it's now easy for us to ask LeftClick what we should do. Their consultation-on-demand extends well beyond interface design" Through this arrangement, Tait can now pass design problems on to LeftClick and rely on them to work out the best solutions.

As part of their commitment to providing holistic design solutions, LeftClick have trained half the LeftClick design team in Tait products and deliberately kept the other half isolated. This maintains a level of naivety that is helpful to customer-focused design.

## RESULTS

The engagement between LeftClick and Tait has had wide reaching benefits on a number of levels.

One key benefit is that expertise has now

been brought into Tait at a much lower cost than would otherwise be possible. Tait now have ready access to a highly experienced design team that specialise in customer-focused design issues.

Measuring what matters is a new idea that LeftClick has introduced and this is helping to make more informed decisions prior to design.

"There's now an increased awareness of where and how things need to be improved" Says Jaco.

The ongoing dialogue and consultancy provided by LeftClick is helping Tait to improve the translation of business goals to the direction of the web presence itself.

The level of education in customer-centric principles has now increased at Tait and a good level of trust has now been established. "When a design comes out of LeftClick it is now accepted more readily as our people

now understand the rationale behind it."

Internal stakeholders at Tait now accept that their viewpoint may not be the only answer, and this has resulted in reduced pain in getting new design ideas accepted by the organisation.

"Making it easier is the keyword. But there's more to making it easier than what you initially think, and that's essentially the value proposition of LeftClick. It's definitely worth your time to go and talk to them, they've done some really good work for us and they've significantly reduced our pain".

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For more information, visit

[www.leftclicklabs.com](http://www.leftclicklabs.com)

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