



Lenati Case Study: **Building a Mobile Web Strategy to Meet Customer Needs**



Business Challenge

A global software company's primary website is one of the most popular destinations visited on the web. However, when its customers went to the same website via their mobile devices, they were sadly disappointed. The experience was cumbersome and did not typically meet their customers' needs. To fix this, the company set out to quickly solidify its mobile web strategy and how that would translate across all of its web properties. With a firm understanding of the growing worldwide usage of the web through mobile devices, and the limitations of extending PC experiences to small screens, the company knew this would impact the way current and future customers engage with its brands. With finite resources and other internal initiatives to consider, the company needed to define which web experiences (products, content, offers, etc.) to extend to its mobile customers and assess the corresponding levels of investment and return.

The Solution

To help facilitate a mobile strategy, the Lenati team assessed the company's competitive landscape and presented benchmarks and best practices for designing a mobile web experience as well as mobile marketing. Leveraging their expertise in customer engagement, Lenati developed a set of mobile customer scenarios which were used to identify key requirements for functionality and content. These scenarios were also used as the framework for recommendations and business cases behind developing mobile optimized experiences for the client's web properties and determined how the mobile web complimented both its offline and digital marketing strategies. Opportunities were analyzed for their alignment with customer engagement strategy, forecasted impact to key business metrics and ease to implement and manage.

The Results

Lenati's recommendations for mobile web development and corresponding business cases were used in the company's resource planning process. Lenati's competitive review and guidelines for best practices were also key to socializing the need for increased focus on mobile marketing throughout the company. Implementation of the strategy began in Fall of 2009 and will roll out gradually over the coming year.

About Lenati

Lenati is a professional services firm offering strategic methods for clients to have meaningful connection with their customers in order to elevate performance, revenue, and market share. Lenati offers a variety of solutions to help companies effectively develop products and experiences that are valuable to their customers. Based in the Pacific Northwest, Lenati is well-known for intellectual rigor, practiced expertise, and an uncanny ability to perceive and meet clients' needs.