



A HARTE HANKS CASE STUDY

Semiconductor
manufacturer triples
online sales with new
ecommerce site



The background

A global, top-ten semiconductor manufacturer sells parts for computers, mobile phones, and other devices. Historically, the company relied on distributors to sell small- and medium-sized customers and fielded direct sales teams for large accounts. All sales orders were fulfilled by a global network of independent distributors.

The company's first ecommerce offering was an online portal for selling evaluation modules (or samples). The modules were ordered by engineers and designers for testing. If a module met customer design and performance specifications, then subsequent production run orders were processed through traditional sales and distribution channels.

The opportunity

The next ecommerce opportunity for this company was to directly accept production run orders for small and medium-sized customers. These orders would then be passed on to independent distributors for fulfillment. The primary benefits were three-fold.

- Production run ordering could be simplified for customers. Previous module orders could be easily accessed and upgraded to production run orders.
- The company could generate deeper customer insights because they would have direct access to detailed customer purchase behavior data.
- Cost savings from selling direct to customers could be used to offset the cost of the ecommerce site.

The solution

The company chose to design and operationalize an enhanced ecommerce site. The system was designed to meet current and future needs of its small to midsized customers. An important site feature was customization. For example, the site catered to country-specific needs, facilitated bulk orders, and could accept various forms of payment, such as through customer credit lines and bank accounts. It eased the challenge of exploring of the full product line. And, it was built on a highly scalable architecture that could accommodate significant growth and customization over time.

Result

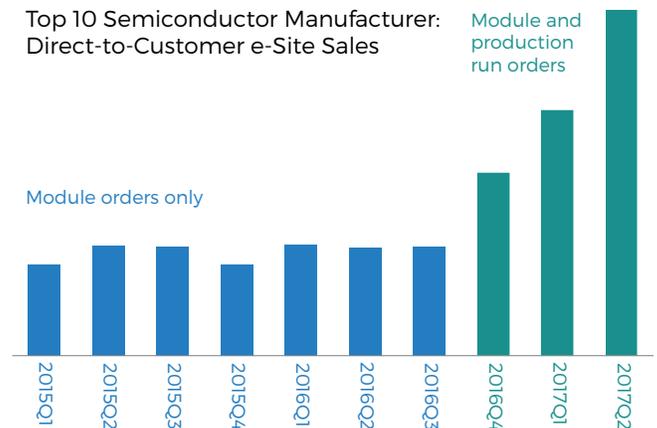
The enhanced ecommerce site delivered immediate results. Average monthly sales on the site tripled from 2015 to 2017 year-to-date. While much of the growth was due to production run orders, it would not have happened without providing an efficient and friendly start-to-finish customer experience.



3X

increase in
average
monthly sales

Top 10 Semiconductor Manufacturer:
Direct-to-Customer e-Site Sales



ABOUT HARTE HANKS

Harte Hanks is a global marketing services firm specializing in multi-channel marketing solutions that connect our clients with their customers in powerful ways. Experts in defining, executing and optimizing the customer journey, Harte Hanks offers end-to-end marketing services including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center. From visionary thinking to tactical execution Harte Hanks delivers smarter customer interactions for some of the world's leading brands. Harte Hanks 5000+ employees are located in North America, Asia-Pacific, Europe and Latin America.



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