



Design and Discovery | Case Study

Business Overview

Watlow designs and manufactures industrial heaters, temperature sensors, controllers, supporting software, and assemblies – all components of a thermal system. The company partners with its customers to optimize thermal performance, decrease design time, and improve the efficiency of their products and applications.

Since 1922, Watlow has grown in product capability, market experience, and global reach. The company holds more than 450 patents. They employ 2,000 employees in nine manufacturing facilities and three technology centers in the United States, Mexico, Europe, and Asia.

Business Challenge

Watlow's products and services span across numerous geographies. They recognized a key business opportunity that would support business growth and increased market share. It required the implementation of a modern Content Management System. Their growth goals could not be achieved with a static and inflexible website. They recognized that an improved user experience increases brand engagement and website conversion rates.

The team was already using a number of online tools to drive sales. Some of those tools were homegrown, others off the shelf. Unfortunately, these tools were not designed to integrate with one another. As a result, this created an administrative burden related to customer service, reporting, and business analytics. The use of these tools impacted a consistent, positive customer experience.

The Watlow team also recognized a need for a creative refresh. The goal was to reflect their corporate identity as an innovative and transformative solution provider.

The Solution

The Watlow Team considered several solutions, each with the ability to organize and deliver content and data. They turned to Oakwood, their trusted partner, to guide them through the process of aligning the appropriate technology solution with their business goals.

Oakwood led the Watlow Team through a multi-phased detailed Discovery and Design process.

- Stakeholder Interviews
- Business Requirements
- Sitemap Validation & Current State Technical Audit
- Persona Definition
- Assumptive Journeys
- CMS Recommendation
- Future State Sitemap
- User Experience Design
- Creative Concepting

Oakwood recommended Sitecore and created visual representations of a new website to achieve their desired outcome. Watlow agreed that Sitecore would support their long-term priorities. They were impressed with Sitecore's ability to improve the efficiency of their business through features. In particular, workflows, approvals, incremental publishing, notifications, reminders, archiving, and integration with their CRM and ERP.

Oakwood implemented Sitecore as their Content Management System. *“Oakwood actually listened to our requirements before making a recommendation, and I really appreciated that,”* said Craig Chamberlain, Senior Digital Specialist. *“The Oakwood team led us through a Discovery Session with no strings attached. I was impressed with their knowledge and technical talent.”*

Watlow Results

After implementing Sitecore, the Watlow team saw major improvements across the board, including:

- A 35% increase in web page views per month
- A significant increase in leads, more than doubling their prior lead volume
- Improved conversion rates and better quality scores across their paid advertising efforts

The Watlow team is excited to leverage Sitecore to its greatest potential, now and in the future. They are particularly bullish on improving their customer experience through personalization, advanced analytics, and better demonstrating ROI to senior leadership.

The workmanship, expertise, and competency is top notch at Oakwood. I never once had a moment where I doubted that you knew what you were doing.” - Craig Chamberlain

Next Steps

Let us tackle your biggest challenges. Reach out to Oakwood and let’s discuss your business objectives and technology needs. Please review a few of our business success case studies [here](#).

About Oakwood

Since 1981, Oakwood has been helping companies of all sizes, across all industries, solve their business problems. We bring world-class consultants to architect, design and deploy technology solutions to move your company forward. Our proven approach guarantees better business outcomes. With flexible engagement options, your project is delivered on-time and on budget. 11,000 satisfied clients can’t be wrong. Let’s have a discussion to learn more about your business needs and goals.

Contact Us

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