



**CARLISLE**

CASE STUDY

# Building a breakthrough web experience through voice-of-customer research

[elevationb2b.com](http://elevationb2b.com)



**elevation**marketing



## SUMMARY

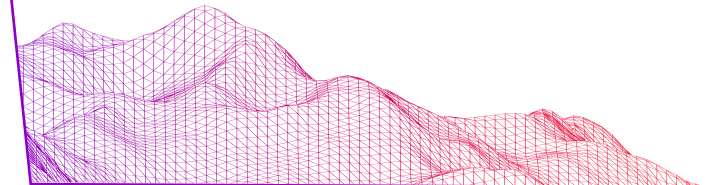
# Industrial titan's website renewal leverages learning to solve real problems

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For today's B2B companies, a website is far more than just an online presence that works like a business card. It's a digital handshake that can either open doors or close them. The industrial titan Carlisle Companies Incorporated, a leading supplier of innovative building products and solutions, knows the value of an optimized B2B web experience. That's why the Carlisle Fluid Technologies (CFT) business unit called for a foundational web project that's not just a redesign but a reinvention, guided by a blueprint of transformative voice of customer (VOC) insights. VOC is the in-depth process of capturing a customer's expectations, priorities, preferences and aversions, transforming them into an architecture built for breakthrough web experiences.

In a whirlwind six-week sprint, our team of B2B specialists conducted a thorough user experience and user interface (UX/UI) audit and crafted a strategy that blends the company's brand family with a superior user experience. The strategic overhaul, grounded in competitive analysis and extensive stakeholder feedback rejuvenated CFT's web presence and created a platform that's as interactive as it is intuitive. Exemplary in its execution, the project demonstrates how a data-driven approach can lead to a web identity that's both distinctive and deeply aligned with business goals.

CFT needed an agency partner that could quickly discover and operationalize key insights about its varied website users and their priorities.



BACKGROUND

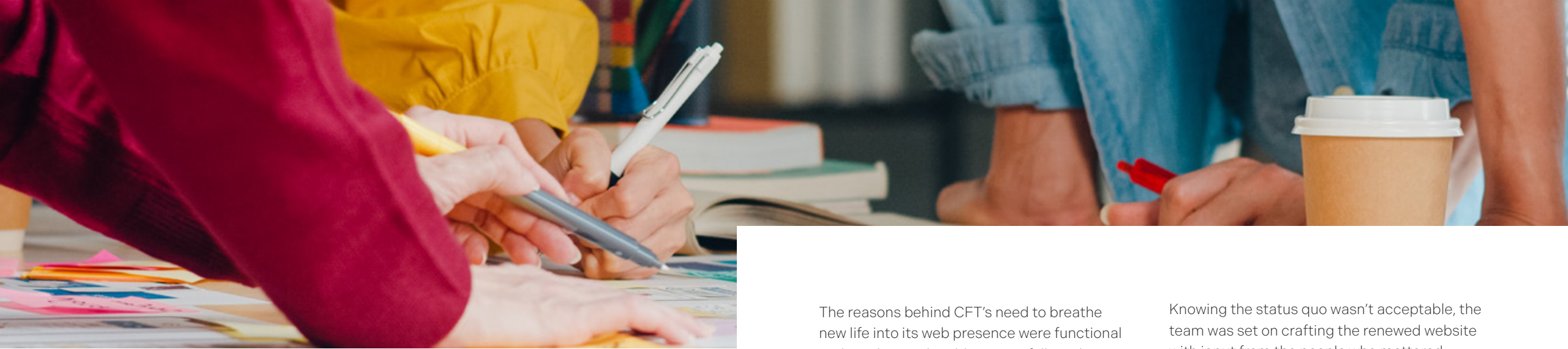
# Innovation in application: CFT drives efficiency in finishing

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Carlisle Fluid Technologies stands out for its precision-engineered products in the global finishing industry. With a portfolio that encompasses advanced spray painting and powder coating equipment, the company's dedication to quality and innovation has made it a go-to partner for diverse industries seeking to optimize their liquid finishing processes. The professionals at CFT are particularly noted for their commitment to technological advancement and customer satisfaction, consistently delivering solutions that enhance productivity and finish quality.

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**SITUATION**

# Project Background: Rapidly redefining a web identity using real-world insights

The reasons behind CFT's need to breathe new life into its web presence were functional and aesthetic. The old site was falling short as a hub for distributing sustainable solutions. Customers complained of not being able to find current information. On top of those challenges, complications resulted from acquisitions that resided outside the brand umbrella and lacked a functional presence on the CFT website. The new site would have to dramatically improve usability while also aligning the acquired sub-brands with the global Carlisle brand strategy.

Carlisle's senior leadership team had a vision for their Fluid Technologies unit. Their goal? Forge a fresh web identity for the business unit's North American website on an accelerated timeline. The updated website would consolidate experiences across varied brands and audiences the company had acquired in expansions.

Knowing the status quo wasn't acceptable, the team was set on crafting the renewed website with input from the people who mattered most—the professionals who run the business and the stakeholders who engage with it—from executive management, marketing and customer experience (CX) teams to a selection of key sales team members and distributors in the automotive refinishing, body shop and the industrial segments of the fluid tech business.



## A strategic overhaul informed by deep user insights

Capturing stakeholder input and distilling it into actionable insights turned the redesign project into a strategic overhaul aimed at aligning the digital business systems with the real-world experiences and expectations of its most pivotal players. For this, Carlisle's executive team needed an agency partner that had its fingers on the pulse of the B2B digital marketing trends.

This was no ordinary user feedback loop. CFT needed a B2B agency partner that could quickly discover and operationalize key observations and complaints from its varied website users, reflecting their disparate priorities.

From the get-go, we knew this was more than data crunching—it was about **threading the needle between rapid innovation and profound understanding.**



## Elevation Marketing: The keystone for Carlisle's digital renaissance

Elevation Marketing emerged as the perfect partner for Carlisle Fluid Technologies' ambitious digital overhaul due to our acute understanding of B2B digital marketing dynamics and a proven track record in translating complex user feedback into sophisticated web solutions. Our ability to navigate and synthesize the needs of a diverse stakeholder landscape within a tight two-month timeframe was crucial. Our expertise in crafting nuanced digital strategies, coupled with a keen sense of contemporary design and functionality, positioned Elevation as the ideal B2B agency to elevate CFT's web presence to a benchmark of industry excellence.

With only two months to plan, execute and deliver, Elevation would need to craft a blueprint for a state-of-the-art web experience built on practical input from CFT's whole spectrum of stakeholders and audiences. We would need to provide all the knowledge and information required to transform their site into a paragon of modernity, blending sleek design with powerhouse functionality.

## SITUATION

# A web revitalization grounded in focused feedback from key stakeholders

It was a big job with a small timeline. Elevation was tasked with distilling the digital desires of CFT's clientele and key staff amidst the whirlwind of an accelerated website overhaul. The clock was ticking, the data vast but focused, the disciplines diverse. From the get-go, this was more than data crunching—it was about threading the needle between rapid innovation and profound understanding. Delivering on both fronts required taking a laser-focused approach to the research, gleaning impactful perceptions from small groups of carefully chosen stakeholders.

Tapping into the psyche of internal and external focus groups to map out their digital dreams and dilemmas, patch up pain points and pioneer insights that could shape a stunning and strategic site was not going to be easy. This web reinvention required a deep understanding of Carlisle's core customers, brand integration, site design and development execution.

The project was much more than just asking the users about their digital preferences. It was a multi-faceted review of several different elements:

1

**How website users engaged and utilized the existing site.** What features and elements were the most useful and how could they be improved? What areas provided little or no value to the user experience?

2

**Evaluation of competitive sites** and new features not found on Carlisle or competitive websites. How would these features enhance or detract from the web experience?

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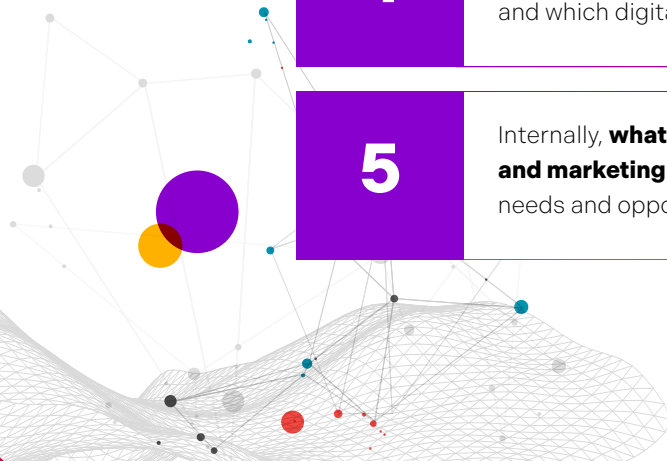
**How to utilize the messaging** and the real estate on the site to better emphasize brand imperatives and differentiators that drive better engagement.

4

**Conversion features and processes.** How do the users move through the content, web pages and lead forms? What barriers prevented conversion and which digital elements supported a better conversion path?

5

Internally, **what back-end elements would support both the sales and marketing teams** in analyzing performance and addressing user needs and opportunities?



## SOLUTION

# From clicks to conversations: Turning insights into a web revival

With a mandate to provide near-term and long-term recommendations that would allow CFT to implement changes immediately while also looking toward future-state enhancements, Elevation charted the course for a UX/UI revamp aimed at rapidly transforming CFT's online sphere.

Elevation's B2B customer voice specialists made it their mission to dissect the digital DNA of CFT's web presence, which included analyzing competitors. The job called for decoding the competitive ecosystem to harvest the raw, unfiltered perceptions and experiences of those who interact with the digital front the most — a deep dive into the user's mind to extract not just criticisms but ideas for optimizing UX/UI, content and branding to serve business priorities.

Elevation would reach Carlisle's goal of a website that addresses all stakeholder priorities through marketing research that generated authentic, quantifiable insights from a small sample size. These insights in turn yielded potent suggestions of the highest specificity. Action items ranged from granular to global.

Leaning on their experience with B2B website projects of similar speed and complexity, our B2B specialists quickly created a project roadmap consisting of three phases:

- 1. Look, listen, learn:** Website UX/UI audits and in-depth video calls with small focus groups (management, marketing, sales, distributors)
- 2. Envision:** Multiple discovery sessions with sales and distributors
- 3. Activate:** Synthesis of team inputs, presentation of key findings and deliverables, including key findings report and website revitalization proposal featuring requirements, budget and timeline

Following an Agile approach, we executed CFT's tailored customer voice research program, harvesting insights in batches through qualitative research involving carefully selected internal and external participants. Our rigorous and transparent research process left no room for doubt on the overall course or next steps at every point along the way.

The mission was clear-cut but challenging—orchestrate a series of four, two-hour virtual summits, with the key players from Carlisle's sales force and distribution network. The cast was deliberately kept to a tight-knit ensemble of five to eight per group, each an expert in their respective automotive or industrial sectors. What emerged was a dossier—a hefty 109-page compendium—distilling remedies to the collective challenges, all without sparking new conflicts. Here, shared dilemmas found their match in shared solutions.



# Project deliverables took the form of three key documents

Audit of the CFT website  
and 12 competitor sites



Website  
Revitalization  
Roadmap

Key Findings  
Report

Elevation's B2B specialists then delved into Carlisle's online ecosystem, parsing through responses, deploying heat-mapping tools and dissecting Google Analytics, all while sizing up the competition. The collected critical observations were woven into the fabric of subsequent VOC dialogues.

Elevation organized two strategy sessions with Carlisle's management and marketing teams to develop a cohesive vision. They prepared detailed agendas and guides for discussions that directed each meeting. Carlisle's responsibility was to facilitate the participation of key personnel.

Following the focus groups, Elevation's strategists developed a series of essential updates to improve the website's user experience. These updates were designed to guide Carlisle through a significant digital transformation, utilizing the Agile-inspired approach for rapid and effective implementation.

The Elevation team assembled observations and actionable strategies, prioritized to enhance the live site's functionality and pave the way for a full-scale online evolution.



# Dissecting digital interactions: A thorough UX/UI audit for CarlisleFT.com

Our audit's mission was to dissect the anatomy of interaction—the UX/UI. We needed to deliver a deep evaluation of the brand's digital identity, assessing its web persona and online ecosystem. Our surgical study of CarlisleFT.com probed its architecture and navigation, tracing customers' onsite behavior and scrutinizing the site's overall usability. It was a comprehensive analysis of the website's functionality, mapping the user journey to pinpoint where the experience soared and where it short-circuited.



## Our website audit focused on four key areas:



Customer behaviors, customer objectives and mindset



First impressions, first view, engagement, heatmaps and analytics



Organic search/SEO and keyword positioning



Desktop and mobile navigational features, UX/UI

# Findings and recommendations: A targeted approach to enhancing UX/UI



The key findings report combined the learning from the audit with those from our highly targeted stakeholder focus groups. By centering feedback from small, in-depth user focus groups, our findings were data-driven and aimed at enhancing the UX/UI.

These insights would not only enhance the UI/UX of the website but would also play a significant role in aligning the website's performance with business objectives, such as brand building, brand unification and user satisfaction.

We recommended CFT adhere to current best practices in their website rebuild. Our findings gave rise to eleven recommended actions, a practical to-do list for kicking off CFT's web experience overhaul.

Insights and key findings that emerged from our website audit include the following:



### User navigation patterns

Analysis revealed how users navigated through the site. For instance, it showed that users frequently get lost in the navigation, suggesting a need for a more intuitive menu structure. It also indicated that certain pages were rarely visited, signaling a need to reconsider their relevance or accessibility.



### Content effectiveness

User feedback provided insights into the effectiveness of the content. For example, users indicated a desire for more detailed company and industry news as well as accessible, easy-to-use sales enablement tools featuring industry-specific content.



### Feature functionality

User focus groups provided specific feedback on key website features such as product search functions and product filters. This feedback was instrumental in redesigning these features to better meet user needs.



### Conversion rate analysis

The audit uncovered issues with conversion rates on certain pages. This was due to a variety of factors such as unclear call-to-action (CTA) buttons, trust issues with fillable forms and data privacy, and a clunky, outdated user login process.



## First steps for a digital revitalization

The digital revitalization recommendations started with ensuring clear branding and engaging content were present throughout, complemented by a streamlined navigation system for an optimal user experience across all devices. The footer was updated to mirror the site's structure and provide full contact information. Central to this overhaul was the prioritization of the target audience, achieved by leveraging VOC research to tailor content effectively.

The content was mapped out to tell CFT's brand story and steer visitors to lead conversion. The individual and collective strengths of brands in the CFT portfolio were highlighted. Engaging video content for brand storytelling, tutorials and product features was planned to enhance the user experience and bolster cross-channel marketing efforts.

Product search capabilities were enhanced, sales tools were embedded and an SEO strategy that aligned with CFT's goals and search engines' demands was proposed. Finally, ensuring a seamless mobile experience across various devices was an essential part of the completed strategy.

These core recommendations crystallized into a website revitalization blueprint for building a new user-centric web experience. Six weeks of relentless pursuit—of inquiry, analysis and strategy—culminated in the comprehensive, insight-driven roadmap for a web experience as dynamic as it is intuitive. The new plan artfully married visual clarity with textual coherence, fostering a deeper connection with the brand, boosting conversion rates and solidifying the bedrock for ongoing B2B engagement.



## RESULTS

# Data-driven UX/UI overhaul and strategic content upgrade.

Our team provided Carlisle with an actionable strategy to enhance the user journey, ensuring a seamless experience that captivates both newcomers and veterans of the B2B landscape. The competitive analysis extracted vital intel and sparked conversations on how to outpace the online pack. In less than two months, Elevation's experts met the challenge of packaging a step-by-step plan for a rapid website overhaul along with a comprehensive plan for a reimagined website that serves all audiences and stakeholders.

The result based on our work needed to be nothing short of digital gold: a plan for a new site that doesn't just click but converses with the core of CFT's business ethos, delivering a user experience as engaging as it is effective. From a comprehensive UX/UI audit to a detailed activation strategy, Elevation's solutions and deliverables formed a vehicle capable of reaching Carlisle's chosen web revitalization destination on time and on budget. This massive undertaking was completed in short, digestible sprints over the course of only six weeks.

The CFT website upgrade project stands at the confluence of data, experience and perception, leveraging feedback from a gamut of organizational players and processes. The results? Operational web revitalization actions, practical design and content solutions and visions of interactivity – with the combined potential to exceed user expectations.



By leveraging the knowledge and priorities of customers and key internal and external stakeholders across disciplines and industrial segments, we empowered Carlisle to craft a customized web identity and experience that's not just functional, but memorable.



## ABOUT ELEVATION

# Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss your B2B marketing project?**

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