



# Case Study: Precision Countertops

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Precision Countertops  
8490 SW Warm Springs Street  
Tualatin, OR



## **Precision Countertops Case Study**

Services Provided: On-line marketing strategy and tactics, website design, development, maintenance and print design.

### **Company Profile**

In 1987 Precision Countertops opened their doors to the public, offering one style of kitchen countertops. Today Precision is the largest countertop fabricator in the Pacific Northwest, Precision operates production facilities in Tualatin, OR and Kent, WA, and has a sales and service location in Bend, OR.

### **Business Challenge**

With the continued success of their retail partnerships and growing sales, Precision needed a way to communicate information quickly to their targeted markets. They were receiving over 600 phone inquiries a day through their main phone number, which was difficult to manage. They were also faced with the daunting task of managing four distinct sales channels. Above all, they needed to stay competitive and continue to gain market share.

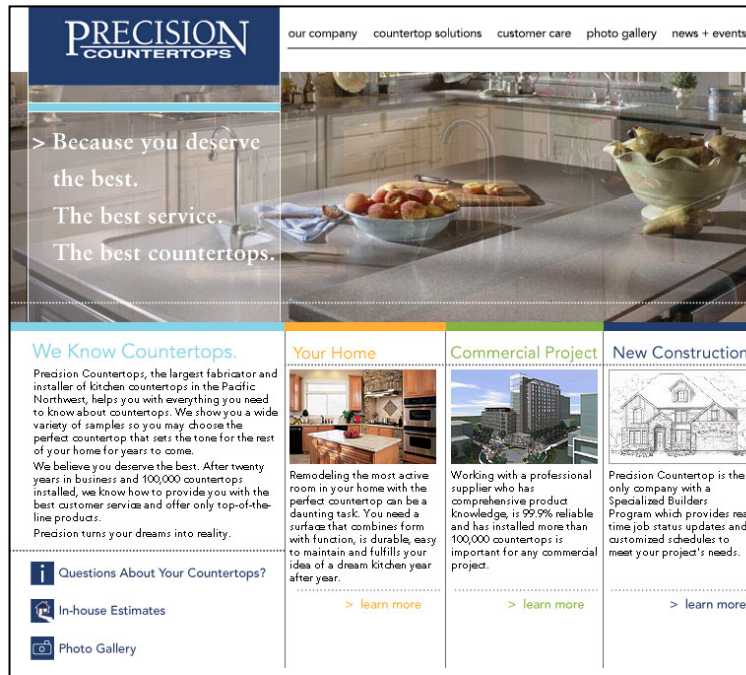
In order to achieve these goals, it was obvious they needed to increase their marketing efforts and provide a medium for disseminating information. A professional and informative website became a necessity. After meeting with OakTree Digital, Precision decided they found the team they needed to launch their vision into the digital world.

### **Solution**

OakTree Digital worked with the Precision Countertops team to define the objectives of their new website. The website needed to define and reinforce Precision's brand, create marketing messaging, and provide key information that their target audiences were seeking. Commercial builders, general contractors, authorized dealers and consumers would all be converging on the site with different objectives and priorities. The overall design would cater to these audiences while providing a platform that was simple, elegant and easy to use.

With criteria in hand, the OakTree team set forth to bring Precision's vision to a reality. A solutions-based home page organized by channel specific content helped manage the information flow to each channel. Incorporation

of flash animation throughout the site proved to be a valuable tool to present Precision’s brand and visually-pleasing product line. To increase awareness and drive interest in their product, a photo gallery was incorporated into the design. Additional features include product forms, in-home estimation, and project status.



Precision Website (online debut)

## Result

The Precision Countertops website launched the summer of 2005 and was an immediate success. The customer service team was thrilled to have a new resource that helped lower call volume and immediately free up valuable internal resources. Traffic on the site quickly grew and Precision is now receiving inquiries from across the country. The website exceeded Precision’s expectations and even increased employee productivity as business processes were streamlined.

With the success of the website, OakTree and Precision are developing strategies for the next phase. Future plans include features for greater website interactivity and enhanced customer service.

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