

## CASE STUDY



### America Honda Motor Company

#### Challenges

**Ensure every customer's web site experience builds loyalty and interest.**

American Honda has many new model releases and needs to ensure that its Automotive and Powersports division products launch on the web flawlessly, on budget and in a compressed timeframe.

"Thanks to you and your team for all your assistance. We really appreciate the comprehensive effort and excellent feedback you provided. Your team's can-do, professional approach has been a significant factor in our successful product launches." - *Tim Baker, B2C Website Development Team*

#### Our Solution

Careful planning, a formal testing lab, skilled QA staff, and effective client coordination maximize our ability to work within the client's schedule, while minimizing any obstacles that may arise during the testing effort. Detailed online defect-reporting facilitates corrective action by the Web development team. Meeting the client's launch schedule is paramount, so Partners Consulting's Managed Services Division, (formerly ITresources) staffs and schedules are tailored accordingly. Once initial QA testing met the client's satisfaction, we ensured the final product was ready for Internet customers by regression testing any reported issues.

#### Results

By using Partners Consulting, Honda was able to focus on its products, web content and design. Our team ensured the products were successfully launched on the web site, on time, on budget and achieving the necessary level of consumer interest and involvement. Honda was assured that the updated web sites were accurate and consistent. Their web site visitors are able to have a pleasant experience, and extension of their customer satisfaction goals.

