



DSF Site Experience Evaluation

Small DSF clients often do not have the staff to optimize their customers' experiences on a DSF site. Limited experience or lack of resources can result in a site does not provide the visual appeal or optimal flow that is desired. These issues can affect their ability to service customers and reduce the utilization of the site, resulting in a continued reliance on customer service contacts or even lost orders.

The EFI™ DSF Site Experience Evaluation is a prepackaged service that will help your company assess the customer experience by examining the site layout, catalog design, and number of clicks required to place an order. The result is a recommendation for changes that will improve customer experiences resulting in increased user satisfaction and site utilization.

How can EFI help?

The EFI DSF Site Experience Evaluation is a review of the key that impact the usability of a DSF site. Product configuration, page layout, permissions, and other configuration elements are examined to ensure that users are able to effectively navigate through the system and efficiently enter orders.

At the end of the analysis, the EFI consultant will deliver a Site Evaluation Report with recommendations for changes along with mockups and wireframes to illustrate the improvements.

Our team of professionals provides:

- Experience with thousands of customers worldwide
- A 360° understanding on customers' operations
- Visibility to where the market is heading
- Best-in-class business consulting practices

What are the benefits?

The EFI DSF Site Experience Evaluation will increase revenues and improve profitability by:

- Improving the end user's experience
- Increasing the conversion to online ordering
- Increasing the opportunities for rapid reorders





EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 650-357-3500 for more information.



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