



JumpStart Focus Report: **Recommendation Example**



JumpStart Focus
CUSTOMER FOCUSED WEBSITES & MEDIA

► **RECOMMENDATION M**

Create a simplified, printable PDF map providing clear directions and maps for office locations

CURRENT ISSUE >

- **Current map on website uses rollovers and pop-ups that prevent customers from easily printing a map of office locations**

THE SOLUTION >

- **Create a user-friendly PDF office locations map that customers can easily find and print from the website**
 - Eliminate extraneous rollovers & popups to make map printable
 - Reduce customer frustration in finding locations
 - Include simple, easy-to-read directions & map diagrams
 - Prominently feature "Help Line" phone number

FURTHER BENEFITS >

- Customers arrive more quickly and efficiently
- Fewer calls to individual offices asking for directions
- Map conveys scope of company operations to current and potential customers