

Six Sigma applied in Marketing

Six Sigma is a data driven process improvement methodology based on DMAIC project management cycle (Define-Measure-Analyze-Improve-Control).

It was first applied in manufacturing and it is currently used across all business sectors, including financial services, marketing, sales, logistics, human resources and public services.

Six Sigma enables companies to improve marketing's strategic, tactical and operational processes: let us take as example improving the quality of leads generated by a company website.

❖ **A company** used its website as a lead generation machine, allowing visitors to download whitepapers and software demonstration copies (over 200,000 per year). For each downloaded item, a lead was sent to the company's call center – however, the CEO was frustrated with the low conversion rate (CR) of those links – less than 1%.

❖ **A Six Sigma project** was launched to identify root causes for poor process performance. It took some time to define the problem correctly. Findings revealed that customers were confused by the format of the website, which was product oriented instead of being visitor oriented. On top of that, more than 30% of the leads indicated that Mickey Mouse and Superman were frequent visitors of the website.

❖ **Solution** was found after studying the Voice of the Customer (VoC) and defining the Critical to Quality (CTQ) indicators. Process mapping, Ishikawa diagram and hypothesis testing were the tools used to find the root causes. The website was improved by adapting it to the needs of various segments of customers, while those searching for free training and technical information were channeled away from it. The quality of leads was significantly improved; conversion rate (CR) increased from 0.87% to 10%.



Kindly attend Six Sigma trainings offered by Effective Flux to leverage this effective and efficient methodology.