

Lexus

Rapid-response customer relations website



Lexus engaged Crowd Favorite to create a site that would overhaul their existing quality control management system, streamlining and accelerating the process for greater customer safety and satisfaction.



EXPERTISE PROVIDED

Design

- Web design
- UI design

Development

- Web development
- WordPress development
- JavaScript development

Content

- Content strategy
- Information architecture

Maintenance

- Technical support
- Web maintenance
- Code refactoring

Challenge

Lexus's quality control process was disjointed (involving both the marketing and IT departments) and lengthy. They needed a system in which a single department could act quickly to alert customers of recalls.

Solution

Crowd Favorite's team of user experience design and WordPress development experts created an easy-to-use site supporting VIN database access, allowing Lexus to consolidate their quality control team, readily collect vital information, and notify affected customers in real time.

