

Kaivac's New Web Site Emphasizes Solutions

Kaivac, Inc. introduced a new Web site to better inform visitors about the benefits of No-Touch Cleaning. The new site also provides extensive information about Kaivac cleaning equipment, chemicals, and products.

"We realize that many end customers spend a considerable amount of time selecting the right cleaning equipment for their facilities," says Matt Morrison, Kaivac's communications manager. "The goal of the new site is to help these customers get to know our products and the No-Touch cleaning system as thoroughly as possible so they can make wise product selections."

One way this is accomplished is by optimizing "mouse-over" features. In many sections of the site, text describing specific features, benefits, or procedures involving No-Touch Cleaning are highlighted by images as the user's mouse passes over them. According to Morrison, this helps clarify these items and improves visitor comprehension of No-Touch Cleaning.

The site includes a three-step overview of No-Touch Cleaning and a handy ROI (return on investment) calculator, so visitors can quickly determine potential financial savings that result from investing in No-Touch Cleaning equipment. "There are also a series of 'situational questions' and demos that are designed to help visitors select the optimum Kaivac product for their cleaning needs," adds Morrison.

Bolstered Customer Service and Support Sections Along with Kaivac product information, new features have also been added to this user-friendly Web site. For example, the new Customer Service section allows registered Kaivac users to log in and receive special training manuals, troubleshooting guides, and product updates.

"[Additionally,] the Distributor Information link makes it easy to locate a Kaivac distributor anywhere in the country," adds Morrison. "It takes visitors to a map of the United States, which is center stage. Clicking on any state lists all our Platinum Distributors in that state."

To view, visit Kaivac's new site at www.kaivac.com.



Similar articles: