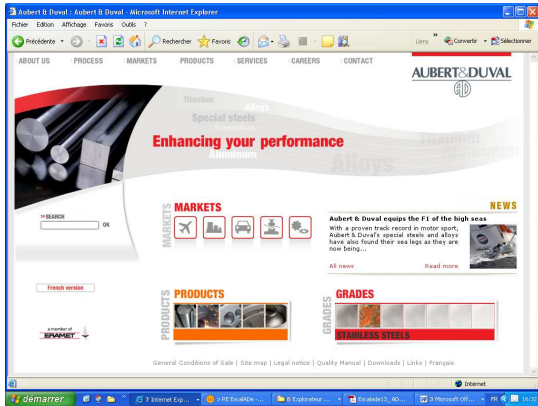


## Our new Website attracts Prospects !



With more than 25,000 visitors since its launch mid-June and hundreds of direct new contacts made through telephone or through the e-mail questionnaire form, our new website has proven to be an effective tool to attract customers.

We are, of course, already working on an improved version, which, non limitatively, includes the following features and more :

- more hypertext links between text pages and documentation
- a list of grades more easily accessible through any well-known standard name
- a complete list of brochures directly downloadable
- a simplification of the questionnaire form.

We are also investigating how, thanks to 'Internet Intelligence', we can improve our Web exposure, and make the best use of identified contacts.

It is a very clear AD strategy that all important contacts with customers - starting with the initial ones - should exclusively be channeled through our official sales network. Hence the sole publication of Eramet/AD sales entities references in the 'Contact' session. For the same reason all new brochures are only referring to the website address <sup>1</sup>, with no corporate telephone number.

Whether this first contact reaches you through phone or through e-mail, we want to stress its importance and advise to clarify, within your organisation, how, by whom, and at which speed the enquiries should be answered. Some recommendations :

- the person answering has a good knowledge of AD Website arborescence (brochures, data sheets, quality certificates, etc which can be directly downloaded) and of the AD overall product range (products and grades)
- in case of planned or unplanned absence, the call or email is automatically redirected
- all messages are rapidly acknowledged; they are answered in a reasonable time
- if needed, the enquiry is adequately redirected (Technique Applications, Purchasing Dpt, Human Resources, Communication, etc)

**If the website attracts the prospect and 'scores a try', it is up to the sales force organisation to 'convert the try' into actual sales.**

All suggestions for improvement are welcome and should be directed to Thierry Roux.

<sup>1</sup> in conformity with our personal e-mail addresses, the typing of [www.eramet-aubertduval.com](http://www.eramet-aubertduval.com) redirects automatically to the AD website.

Jean-Christophe Andlauer

**All issues of EscalADe are now available on Tatou**