

Website

Forest City Gear

UTS and neighbor company Forest City Gear, the most advanced manufacturer of custom fine and medium pitch gears in the world, have worked together since the mid-1980s. Now they've taken another joint step: UTS has redesigned Forest City Gear's Web site.

The new site, deployed in October, features extensive animated graphics and images. The centerpieces are an animated virtual tour of the company and an interactive customer satisfaction survey form that lets the customer tell Forest City Gear how it performed in five customer satisfaction components—quality assurance, customer service, sales rep performance, general customer support, and overall rating. A customer may take the survey whenever he or she wants; each time the responses are added to the customer's profile on the Forest City Gear server, and the company can service the customer according to the level of satisfaction—or dissatisfaction.