



IDEAL SHOPPING DIRECT GAINS VISIBILITY OF ONLINE CUSTOMERS

In order to continue its aggressive revenue growth, Ideal Shopping Direct has overhauled its customer experience technology to embrace multichannel opportunities across its websites, print and television platforms



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For a company accustomed to the controlled medium of TV shopping channels, the lack of visibility into customer behaviours and interactions on their online channel posed a significant challenge.

While the high-level metrics provided by web analytics were helpful for monitoring site trends like revenue and orders over time, they provided no actionable insights into complex customer behaviour and were of little use for the company's site optimisation efforts.

To address its business challenges, Ideal Shopping needed an online customer experience management (CEM) solution that provides the reporting capabilities of a web analytics solution, while also delivering the ability to drill-down into the qualitative insights of real customer behaviour. With Tealeaf, it is no longer left hypothesising about site trends or pondering online customer behaviour.

Reports from Tealeaf also indicated that nearly 500 customers each day experienced an out-of-stock message while visiting an Ideal Shopping website. Television had done the job of driving traffic to the sites, but the online channel was falling short. In fact, 90% of customers abandoned their transactions after seeing the out-of-stock message. This insight from Tealeaf led Ideal Shopping to a significant new opportunity – implementing alternative product suggestions and category hierarchies on its product pages.

As a result of these changes, online customers are now always offered relevant alternatives to out-of-

stock items and sales revenues on these sessions have increased substantially. Furthermore, Ideal Shopping has been able to use Tealeaf insights to optimise inventory levels and maximise online revenue.

Like many online retailers, Ideal Shopping requires customers to sign in to their accounts before completing transactions. The company thought that perhaps that the mandatory login process was causing customers to struggle and, therefore, hindering conversion – however, they had no real evidence to back its theory.

After Ideal Shopping replayed customer sessions, analysing them with Tealeaf, the problem became even clearer: customers were locked out after three failed login attempts. Based on this insight, Ideal Shopping increased the number of login attempts before lockout.

These small login changes paid large dividends, as the number of customers locked out of their accounts was reduced from an average of 500 per day to just 25, with basket drop-out reducing as a direct result. This issue would have been difficult to identify and resolve without the insights from Tealeaf.

Ideal Shopping also needed a way to improve online conversion rates due to poor customer experience for the latter; the high-value visitor segment that had demonstrated a clear intent to purchase. So Ideal Shopping now uses Tealeaf in conjunction with its outbound call centre team.

With Tealeaf, the company is aware of any customers who have added products to their baskets, started checkout, but did not complete their transactions. The call centre team proactively reaches out less than three hours after one of these high-value visitors has abandoned their shopping carts. Raising the bar for customer service, they offer assistance to these visitors and try to help them complete their purchases.

After only eight weeks of using Tealeaf to drive outbound call centre activity, conversion rates for outbound calls with this group of visitors have risen to 40%. In fact, the revenue recovered from the call centre has already more than paid for the company's investment in Tealeaf. Additionally, the outbound team collects useful customer feedback that is fed back to the development team to improve site optimisation efforts.

