

Ideal Shopping Direct:



One of the United Kingdom's best-known television shopping channels

Ideal Shopping Direct leverages Tealeaf for unprecedented visibility into the online channel. Tealeaf's real-time insights have helped the company make significant improvements to customer conversion, satisfaction and retention.

Ideal Shopping Direct has traditionally relied on its television shopping channel to drive revenue. Backed by a clear understanding of viewer preferences, the company is able to provide extremely targeted offers to its customers. These insights have led to a highly successful channel; however, the company recognized the need to embrace a multi-channel approach across the web, print and television platforms to meet growth goals.

Synergies between television and the web made the online channel a logical place to venture next. By investing online, Ideal Shopping envisioned turning the web into a central conversion point for television viewers and web site visitors. This was important because the company needed to overcome business complexities like audience breadth and their diversity of product preferences within the different channels.

CHALLENGES

For a company accustomed to the controlled medium of television shopping channels, the lack of visibility into online customer behavior posed a significant challenge to Ideal Shopping. On television, the company was able to control every variable of the customer experience, such as products that were showcased, prices and specific promotions. With the web, however, it was significantly more difficult to achieve this level of control.

Not helping matters was that existing tools like web analytics had caused some frustration for Ideal Shopping. The high-level metrics in web analytics were helpful for monitoring site trends for revenue and orders, but they provided few actionable insights into complex customer behavior. This made existing tools of little use for the company's site optimization efforts.

A BETTER APPROACH

To address these challenges, Ideal Shopping needed an online customer experience management (CEM) solution that would provide the reporting capabilities of a web analytics solution while also delivering the ability to drill-down into the qualitative insights of customer behavior. With Tealeaf, Ideal Shopping is no longer left to hypothesize about site trends or ponder customer behavior. Instead, Ideal Shopping leverages Tealeaf's unique replay ability (a page-by-page, browser-level recording of the actual customer experience) to quickly diagnose and fix the problems that cause poor online experiences.

CUSTOMER PROFILE

Ideal Shopping Direct Plc



Ideal Shopping Direct Plc is a leading multi-channel retailer. The company achieved 2009 revenues of more than \$100M by selling products via its television channels (Ideal World, Ideal Extra, Ideal & More, and Create and Craft) and web sites (idealworld.tv, createandcraft.tv, gardenbargains.com and animalbargains.com).

RETURN ON INVESTMENT

- > Tealeaf has helped identify the right changes to maximize site conversion and focus IT resources.
- > Tealeaf has enabled call center agents to recover 40% of abandoned transactions from customers deep within the funnel.
- > Tealeaf insights have helped improve the login process and reduced customer churn.

WIN 1 - TEALAF CONVERTS 'DEAD END' PAGES INTO REVENUE

Problem

Product turnover is usually high with television shopping channels. The medium excels at quickly building customer interest; however, this rapid demand creation frequently results in inventory shortages and lost revenue opportunities. Given this challenge, determining a better way to replace 'out of stock' items is a key concern for Ideal Shopping.

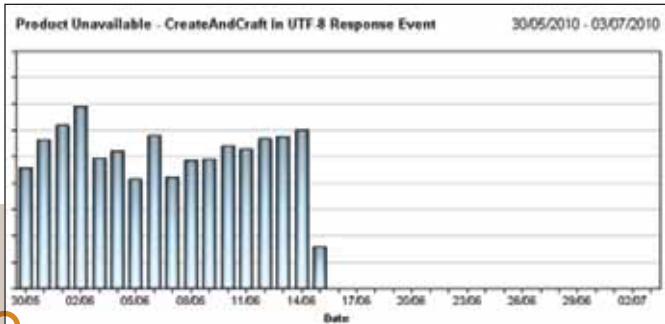
Solution

Tealeaf indicated that nearly 500 customers each day experienced an 'out of stock' message while visiting an Ideal Shopping web site. 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 eye-opening insight from Tealeaf led to the implementation of alternative product suggestions and category hierarchies on its product pages.



Tealeaf allows us to be pragmatic with our online optimization efforts. Rather than merely guessing at site problems, we now make decisions based on facts—actual customer behaviors. Tealeaf has really helped us improve the online customer interaction with our brand.

Mike Hancox | CEO at Ideal Shopping Direct



Benefits

Ideal Shopping has been able to use Tealeaf insights to optimize inventory levels and maximize online revenue. Because of these changes, online customers are now offered relevant alternatives to 'out of stock' items and orders have increased substantially.

WIN 2 - TEALEAF INSIGHTS ENABLE CALL CENTER AGENTS TO RECOVER 40% OF ABANDONED TRANSACTIONS FROM CUSTOMERS DEEP WITHIN THE FUNNEL

Problem

Some site visitors simply browse with no intent to make a purchase. Others are willing shoppers but abandon due to poor online experiences. Ideal Shopping needed a better way to improve conversion rates for the latter—visitors that had demonstrated a clear intent to purchase.

Solution

To improve conversion, Ideal Shopping utilizes Tealeaf in conjunction with its outbound call center team. With Tealeaf, the company is now aware of customers that have added products to their baskets and started checkout, but did not complete their transactions. The call center team is able to proactively contact these customers to help complete their purchases. Additionally, the outbound team collects useful customer feedback that is provided to the development team to improve site optimization efforts.

Benefit

The call center team has raised the bar by offering a higher level of customer service with Tealeaf. After only eight weeks of using Tealeaf to drive outbound call center activity, conversion rates have risen to 40% for outbound calls to this group of visitors. In fact, the revenue recovered from the call center has already more than paid for Ideal Shopping's investment in Tealeaf.

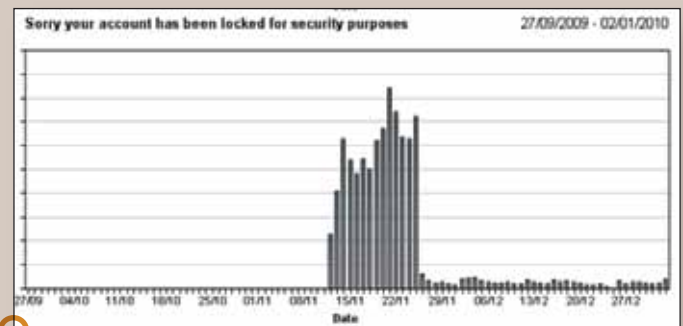
WIN 3 - TEALEAF INSIGHTS IMPROVE THE LOGIN PROCESS AND RESOLVE CUSTOMER FRUSTRATION

Problem

Like many online retailers, Ideal Shopping requires customers to login before completing their transactions. The company hypothesized that this mandatory process had caused customers to struggle and hindered conversion; however, Ideal Shopping had no evidence to validate this theory.

Solution

In Tealeaf, Ideal Shopping analyzed the number of customers that had experienced a login issue. It quickly became apparent that the login process was impeding conversion because an average of 200 customers per day had problems accessing their accounts or completing orders. After Ideal Shopping watched replays of customer sessions in Tealeaf, the problem became even clearer—customers were locked out after only three failed login attempts. Based on this insight, the company increased the number of login failures before a lockout.



Benefit

These small 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. Consequently, basket dropout rates were reduced and customer conversion increased significantly. This issue would have been difficult to identify and resolve without the actionable insights from Tealeaf.

ABOUT TEALEAF TECHNOLOGY

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behavior analysis. Tealeaf's CEM solutions include both a customer behavior analysis suite and customer service optimization suite. For organizations that are making customer experience a top priority, these solutions provide unprecedented enterprise-wide visibility into every visitor's unique online interactions for ongoing analysis and web site optimization. Online executive stakeholders from ebusiness and IT to customer service and compliance are leveraging Tealeaf to build a customer experience management competency across the organization. Founded in 1999, Tealeaf is headquartered in San Francisco, California, and is privately held. For more information, visit www.tealeaf.com.