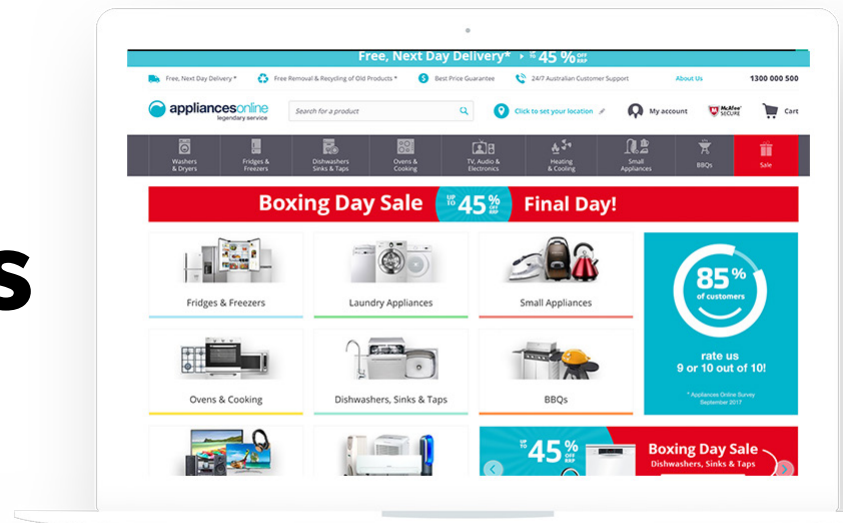


SUCCESS STORY

Appliances Online



Appliances Online and its customers get the information they need, and conversions soar

For Appliances Online and the company's customers across Australia, Bazaarvoice Ratings & Reviews and Bazaarvoice Questions & Answers has proved to be an invaluable tool for communication – both to provide information that helps customers make confident buying decisions and to get customer feedback about the company and its products.

Appliances Online has deployed Ratings & Reviews and Questions & Answers. Using these tools, the company seeks to increase conversions and customer satisfaction, to drive traffic to its site, and to achieve a better understanding of customer preferences that can inform strategic product placement, promotion and pricing choices.

"Product reviews are extremely important to us and we have the most for major domestic appliances in Australia," says Tim Griffin, Head of Data and Innovation at Appliances Online.

With Bazaarvoice driving a high level of review volume, the company most recently experienced a 91% lift in conversion among website visitors who interact with Ratings & Reviews. Questions & Answers has also improved Providing Critical, Timely Information for Buying Decisions

After experiencing the aforementioned lift in conversion, as well as an 86% lift in revenue per customer visit, Appliances Online expanded its use of Ratings & Reviews to include Questions & Answers. The addition of this capability gives the company a direct channel through which to engage customers and provide them with more information for making buying decisions.

AT A GLANCE

Challenge

Optimize the ability to provide information to customers and to receive their feedback in return.

Solution

Use Bazaarvoice Ratings & Reviews and Bazaarvoice Questions & Answers to collect and publish customer reviews, as well as to provide a mechanism for answering customers' questions about products.

Benefit

Improve conversion with the two-pronged approach of collecting and sharing ratings and reviews and accurately and quickly answering customers' questions.

Featured Solutions



**Bazaarvoice
Ratings & Reviews**



**Bazaarvoice
Questions & Answers**

PROVIDING CRITICAL, TIMELY INFORMATION FOR BUYING DECISIONS

After experiencing the aforementioned lift in conversion, as well as an 86% lift in revenue per customer visit, Appliances Online expanded its use of Ratings & Reviews to include Questions & Answers. The addition of this capability gives the company a direct channel through which to engage customers and provide them with more information for making buying decisions.

"We already had an in-house Q&A platform containing tens of thousands of questions and answers, and Bazaarvoice enabled us to take it to the next level," explains Griffin.

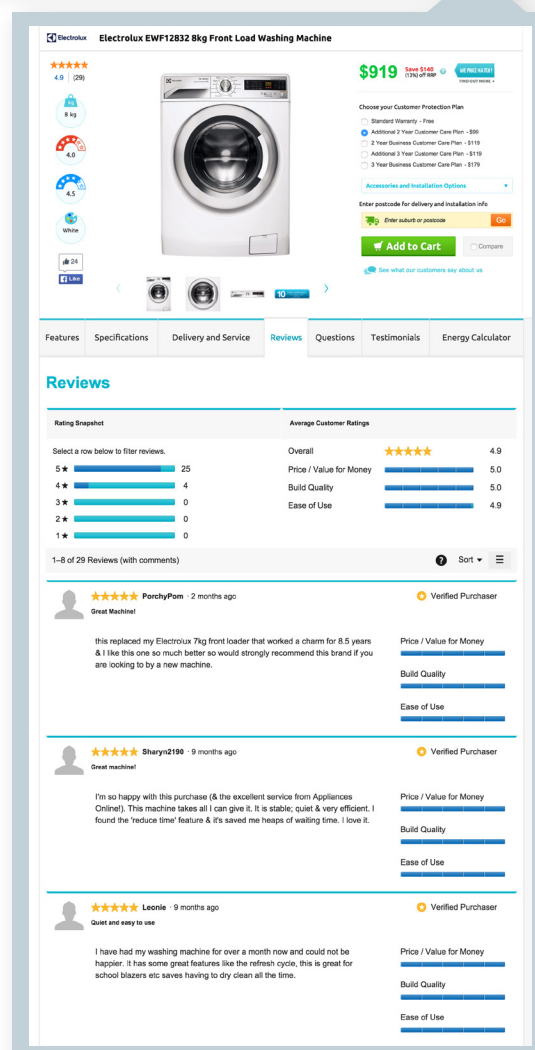
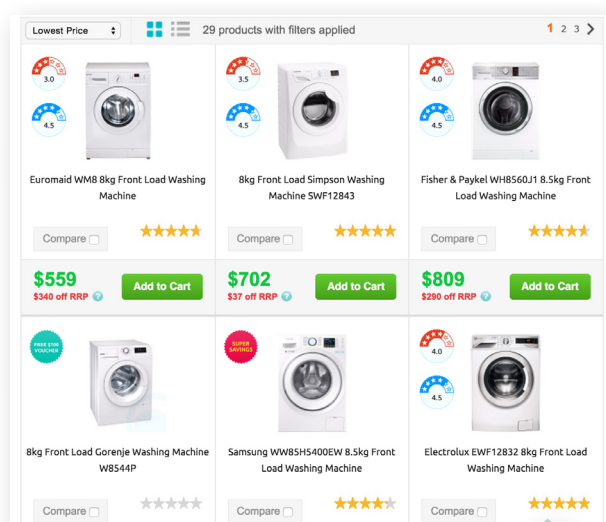
With an overnight team in place in the company's contact center to ensure timely responses, Appliances Online boasts an average time of just 13 hours and 11 minutes to answer customer questions. The same-day answering capability helps ensure that customers get the information they need right at the time that they're ready to buy.

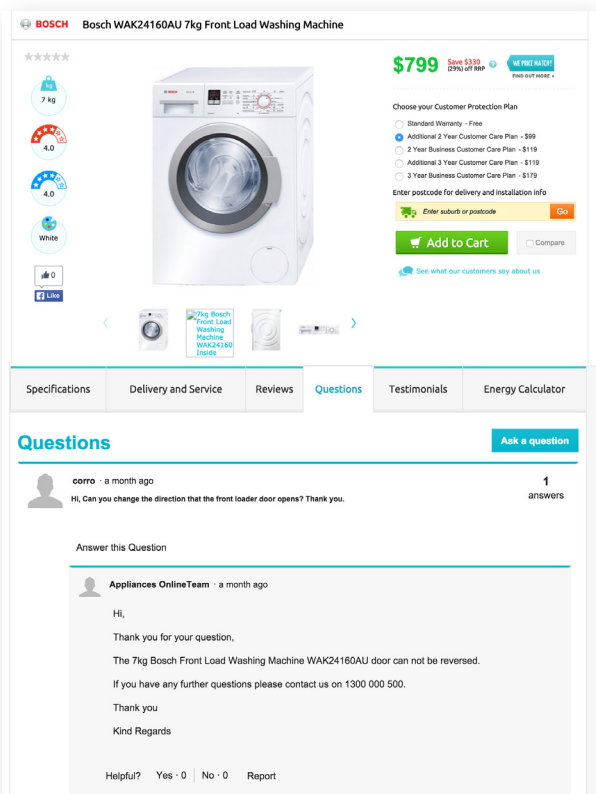
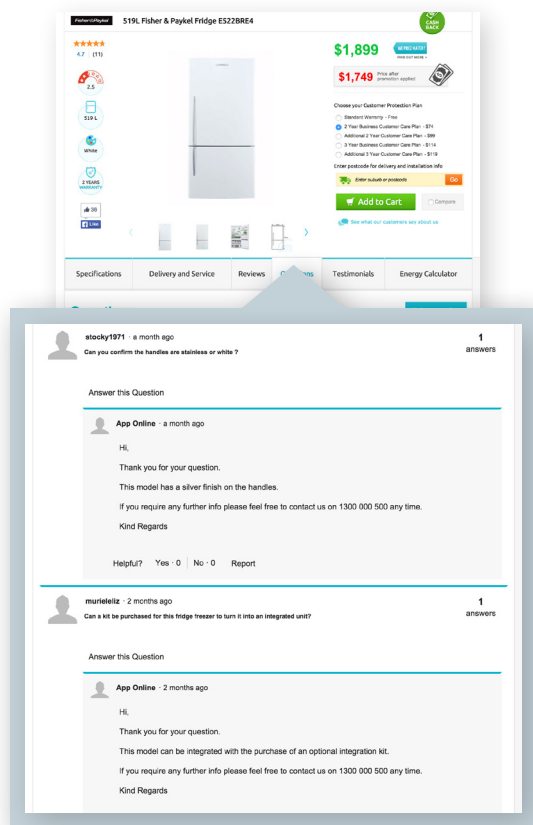


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Tim Griffin

Head of Data and Innovation
Appliances Online





DRIVING TRAFFIC TO PRODUCTS

In addition to providing valuable information to its customers, the consumer generated content (CGC) in the form of reviews and questions is helping Appliances Online drive additional traffic to its product pages. Knowing that CGC collected through Bazaarvoice would provide search engines with fresh, keyword rich content, Appliances Online immediately allowed it to be crawled by search engines.

Since implementing the solution and opening it up to search engines, Appliances Online has seen a 26% lift in organic search traffic to its product pages.



Bazaarvoice appealed to us because it provided the ability to have multi-faceted ratings.

Tim Griffin

Head of Data and Innovation
Appliances Online

ENJOYING RICH FUNCTIONALITY, FLEXIBILITY AND EASE OF USE

Before implementing Bazaarvoice, Appliances Online used a platform for Ratings & Reviews that proved limited in its functionality.

“Bazaarvoice appealed to us because it provided the ability to have multi-faceted ratings,” says Griffin, noting that customers can rate products granularly based on value for the money, ease of use and other specific criteria.

He also points to the ease with which Appliances Online can manage the feedback that comes from both Ratings & Reviews and Questions & Answers, as well as the simplicity and speed of training that the Bazaarvoice Workbench client portal offers.

“We really like the fact that we constantly benefit and improve our customer experience from new features as part of our ongoing partnership with Bazaarvoice,” he adds.



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Tim Griffin

Head of Data and Innovation
Appliances Online



COMPANY PROFILE

Consumer Appliance Retailer

CLIENT SINCE

2011

ABOUT THE COMPANY

Founded by John Winning in 2005 with a laptop, a rented truck and a mobile phone, Appliances Online is now Australia's largest online retailer of appliances. The company employs upwards of 250 people, delivers to the majority of the Australian population and stocks more brands than any other online whitegoods or appliance retailer, at extremely competitive prices.

bazaarvoice®

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