

E-commerce / Web Marketing Case Study.

AllaCortediBacco.com: Wine and gourmet product online sales

“Thanks to SitoVivo Web Marketing Suite®, my website has increased its online sales profits by 300% in just 6 months .”

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Company details:

AllaCortediBacco.com is a reference point for Italian wine online shopping . It is a wine merchant which specializes in wines from Campania, Tuscany, Sicily, Puglia, liqueur wines, passito and gourmet products.

Products are divided according to their provenance, which makes the website easily accessible . The famous bronze drawn “Gragnano Pasta” is also sold by AllaCortediBacco .



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AllaCortediBacco.com | **Company's main needs .**

Company's Need

SitoVivo's Solutions

Detect how many visitors reach the website;
Identify how visitors reach and use the website.

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Single visitors **identification** .
(information, history, statistics)

Detect which are the most visited products
(pages) .

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Single visitors' navigation **monitoring** ,
throughout all their visits.

Identify the Return on Investments (ROI),
especially verifying the Return on Sales (ROS) *

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Differentiation of single visits according
to referrer, therefore revealing which
banner, link, or other paid source
generates **useful contacts** (orders).

Real-time online assistance to users:
Visitors tend to forget how to use the website.

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I Interaction with each single visitor
(chatting, documents and/or web pages
delivery, emails, co-editing, instant
messages, ...)

Identify users that have created problems in the
past, and discourage any
new fraud attempts.

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The company can verify if a visitor is truly
interested in completing the transaction
and recognize past fraudsters, by means
of real-time identification and monitoring .

Results:

Thanks to SitoVivo Suite, the company has discovered, for example, that only 0.02% of users who reach the website by typing the keyword 'wine' on the Google Search page, turn into real customers. The company has therefore decided to stop its advertising investments on non-effective keyword campaigns and on partner sites which proved to have low-quality traffic. Consequently, the company has avoided wasting financial resources on inadequate marketing solutions, as well as preventing its servers from being overloaded by non-profitable visitors (because not within the target, or with low conversion rates).

AllaCortediBacco.com | **Concrete benefits for the Company.**

The use of SitoVivo Suite has revealed the following advantages for the Company:

1. user-assistance cost reduction.

An operator who uses SitoVivo Suite –can easily handle a number of users' requests five times higher than those handled by a traditional call centre . Each operator whouses SitoVivo Suite can monitor and interact with multiple users and customers simultaneously (up to 5). Operators can also make use of multimedia tools (sending URLs, sending documents, co-editing, co-browsing, instant messages, assistance purposes, ...), which increase the quality of assistance and the conversion rate %.



Company Assistance-Service Comparative Table		
	CALL CENTER Online Assistance Service	SITOVIVO SUITE Online Assistance Service
Users served simultaneously by each single operator	1	5*
Average duration of a single conversation	14 seconds **	a few seconds to several minutes
Users served in 1 hour	24,8 users	124 users
Users served in 8 hours	198,4 users	992 users
<small>* Thanks to the support of logs and FAQ ** Depending on request type: operators using SitoVivo Suite can handle and manage conversations with multiple users simultaneously, and recover past conversations with specific visitors.</small>		

2. Customer Loyalty Increase .

Users were offered discounts and promotions using SitoVivo Suite tools during the online assistance service. . The company would not have been able to offer such discounts and promotions without our REAL-TIME interaction tools.

Sure to find a company interlocutor always available , and attracted by the opportunity to enjoy exclusive benefits, users returned to the website more willingly and more frequently than before (on average 1.4 times more).



3. Average Turnover per Order Increase.

Using SitoVivo Live Customer Care, the company operator was able to bring users to buy larger quantities of the requested products (up-selling), by offering favorable payment conditions, or by suggesting the purchase of complementary or similar products (cross-selling).



Example 1 | User searching for a large supply of liquorice liquor.

Discovering that the amount requested was not available, the user was about to abandon the website. The company operator, through a timely marketing action, ensured the availability of the liquor in stock by a certain date, and offered a special discount for the purchase of a larger quantity than that originally requested. The visitor, attracted by the economic advantage, bought 100 bottles of Liquorice Liquor instead of 60.

Example 2 | Company wants to reach higher turnover on single orders.

The user arrived on the website to buy some products they already knew: "Vesuvian Tomato Sauce". The company operator, using SitoVivo Live Customer Care and SitoVivo Email Marketing, took this opportunity and suggested the customer tried the famous "Pasta of Gragnano" with the sauce. This up-selling offer was accepted by the users, and both products were soon sold-out.

4. The Conversion Rate Increase.*

Using SitoVivo Suite, the company AllaCortediBacco has ensured users great reliability and better usability for its website.

The greater propensity to buy of the visitor has been verified by the conversion rate increase. It has, in fact risen - in just five months - from 0.4% to 1.6%.



* Conversion Rate could be defined as the ratio between the number of orders and the number of visitors; this index expresses, through a percentage, the measure of how many visitors become real buyers, with a consequent increase in revenue.

5. Mother-Tongue Support for the Company.

All SitoVivo tools, manuals, technicians and consultants can interact with the company in English, Italian or Spanish (*Italian was chosen by the management of AllaCortediBacco*).

Adopting the company's mother tongue for every communication, made learning how to use the Sitovivo Suite system, as well as using it, extremely pleasant and fast for all operators.



6. **Completeness and Usability of SitoVivo Suite.**

SitoVivo Web Marketing Management platform has provided the company with tools essential to effectively assist - in multichannel-mode – their website users.

Besides offering a real-time assistance service on the website, SitoVivo made it possible to identify single visitors, and consequently to profile them using their behavioural patterns (interests, habits, ...).

The data collected were further elaborated by SitoVivo system to plan effective strategies and web marketing corrective actions.



7. **SitoVivo Suite management platform potential .**

SitoVivo Suite is constantly evolving. Researchers always work in SitoVivo Labs to improve functions currently available, and to enrich the platform with new useful features – often directly requested by partners or customers – to increase the total value for SitoVivo instruments.



AllaCortediBacco.com | **Final Report.**

Thanks to SitoVivo Suite® the company has **improved the relationship quality** with its users and customers, and has achieved **amazing economic performances**. The company was able to track all users who visited the website between February 2004 and July 2004.

35% of users have been identified and profiled on individual interests.

The **increased propensity of visitors going back to the website** (1.4 times more) is also attributable to the guarantee of always finding a competent company operator available. This helps to **increase long-term loyalty and user's propensity to purchase**.

At least over **70% of all chatters** (those users who required assistance online) **concluded the purchase** during their visit and, thanks to discounts and special promotions activated by the operator, the average total **turnover of single orders is now 50% higher** than it was when the company first started using SitoVivo Suite. Furthermore, the number of users who decide to buy by the end of the visit has quadrupled in just 5 months.

All these benefits are clearly reflected by the new Conversion Rate obtained which expresses, in just a single percentage figure, the great improvement SitoVivo Suite has generated for the company:

Conversion Rate in February 2004: 0.4 %

Conversion Rate in July 2004: 1.6 %