



Shoptelligence

Case Study | Room STylist + STyLeads

Shoptelligence-powered site experience transforms onsite engagement to measurable in-store sales for Kane's Furniture

Challenge

In celebration of its 70-year anniversary, Kane's committed to take its customer service to a whole new level. They remodeled showrooms, increased inventory and redesigned their digital experience to make it smart and convenient.

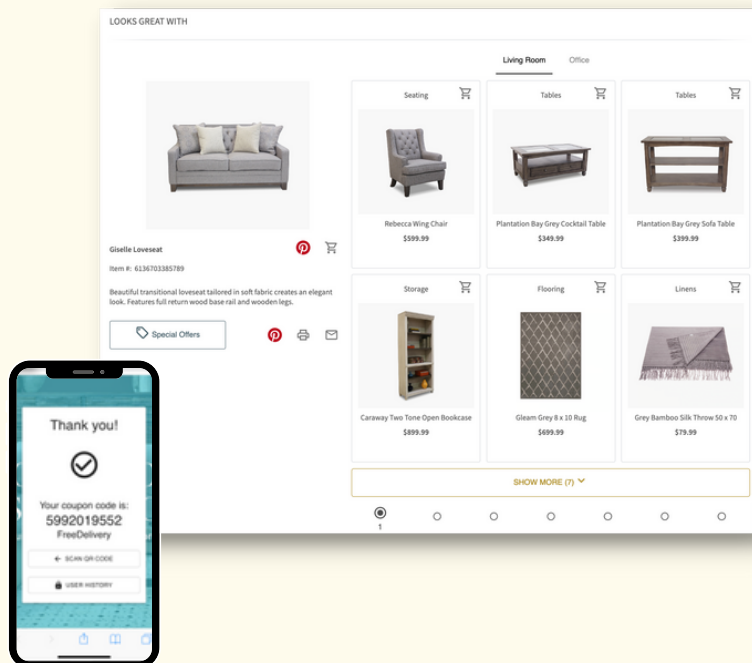
As consumers cover more of the shopping process online, creating a dynamic experience to showcase the richness of Kane's assortment for shoppers to create their dream home was foundational. Tying that activity to the store, where most purchases occur, presented a challenge. They knew the digital experience needed to offer the level of service Kane's is known for but trying to merchandise whole rooms manually was laborious. Kane's needed a way to properly reflect its brand onsite, drive shoppers to stores and understand the impact end-to-end.



"Our commitment to the best customer service drives us to become a better brand everyday. Evolving to a smarter shopping experience with new ways to shop for entire rooms is a great example of that,"

Amy Yeager
CMO of Kane's Furniture

With 18 stores and counting, Kane's has been a leader across Florida for 70 years, landing them in the Top 50 furniture retailers in the US. With their relentless focus on providing the best customer service, top notch quality products and a broad well priced assortment, Kane's offers shoppers confidence in creating their dream home.



Room STylist with STyLeads



Increase cross-category product discovery, maximizing customer engagement



Visual and interactive, enabling the shopper to customize the room, increasing the likelihood of a store visit



Integrated offers with unique shopper codes to help measure digital's effect in store



Emails sent to stores in real-time, with items the shopper clicked on to give associates a reason to connect



Solution

Isolating and engaging high-intent onsite shoppers and compelling them to visit the store is difficult, but it is valuable in bringing onsite experience to the store to grow sales and ticket size. To that end, Kane’s and Shoptelligence partnered to deploy Room STylist with STyLeads in less that one week, including:

Room STylist

coordinates items to complete the room around the shopper's style and viewed items

Special Offers

creates personalized in store coupon codes when shoppers submit their email, sending leads in real-time to the store with the items the shopper clicked for personalized follow-up

In-Store Scanning

mobile-optimized site allows sales associates to scan the coupon code, closing the loop from site to store visits and purchases

Match Back

between onsite email and in store orders for an accurate picture of the impact of digital in store

Results

Integrated reporting between onsite and in-store results gives Kane’s a clear picture of the return on investment they are realizing from Shoptelligence, as well as the leading indicators of success.

“We can also see how shoppers are using it to engage with more of our assortment.” says William Wagar, eCommerce Manager.

Shoptelligence also assists in multimedia outbound marketing to let social media followers know they can style an entire room at Kane’s, helping drive new site visits.



\$208

increase in revenue per buyer when shoppers use Shoptelligence

25.7X

Return on Investment

1800+

Low-Funnel leads generated per month

5X



time on site

1.9X



items added to cart

“Shoptelligence gives us a new way to up our game when it comes to top-notch customer service, making it fun to complete a room. The low-funnel leads it provides helps us work with our stores and demonstrably add value.”

Amy Yeager

Chief Marketing Officer, Kane's Furniture

Future

“Shoptelligence has proven their ability to engage and identify low funnel online shoppers,” says Yeager. “As a next step, we are considering more outbound marketing uses of the Room STylist experience.”