

Case Study – SurfStitch.com

“Kampyle became our ears! ...It’s like having a 5 minute meeting with 100 customers every morning!”



Australia's #1 Online Surf Store

Industry: Surf Retail

of Website Pages: 30,000

Using Kampyle for: 7 months

of Feedback Items: 10,000

About the company:

SurfStitch aims to be the first name in action sports fashion and accessories by providing the best brands, biggest range and second to none customer service. SurfStitch pride themselves on getting the best product, delivered extremely quickly with a smile.



www.surfstitch.com

SurfStitch joined Kampyle

because they wanted to listen to their customers and ... “give them what they really wanted and not what we think they like.”

The Problem:

SurfStitch users vary greatly being male and female between 13 and 60 years old. They visit the website mainly for fashion perusing and retail purchasing.

SurfStitch joined Kampyle because they wanted to listen to their customers and ... “give them what they really wanted and not what we think they like.”

They chose Kampyle because its Process-level approach (improving websites by improving their *processes*) seemed to best suit their objective of using [customer feedback](#) to improve every aspect of the website and its services.

Implementing Kampyle... on their website... hoping to get feedback that would tell them what they were doing wrong

The Solution:

Implementing Kampyle’s fully customized [feedback form](#) on their website (“it’s a 5 minute job!”), SurfStitch were hoping to get feedback that would tell them what they were doing wrong – not just pat themselves on their back with what they knew they were doing well.

“The feedback we were getting was surprising, and it continues to be every day. Somebody will alert us to something we were oblivious too or open our eyes to an idea/opportunity we had missed.”

Benefits and Results:

The feedback received through Kampyle was bearing results from day 1. Lex Pedersen, Managing Director: “The feedback we were getting was surprising, and it continues to be every day. Somebody will alert us to something we were oblivious too or open our eyes to an idea/opportunity we had missed.”

Kampyle has allowed SurfStitch to make substantial improvements in various aspects: from usability, through Catalogue content, buying and customer service.

SurfStitch enjoy a return rate 75% lower than their competitors. They attribute this advantage to providing great customer service and listening intently to user opinions and suggestions – with Kampyle being a major part of this effort.

Lex Pedersen: “Kampyle became our ears! Our customers could contribute to the content and development of our site/brand. In addition, our ability to understand our users has been greatly improved thanks to the daily feedback reports. It’s like having a 5 minute meeting with 100 customers every morning!”

[Kampyle for Websites](#) - is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.