

Case Study – EyeBuyDirect.com - “EyeTry” Virtual Dressing Room

EyeBuyDirect.com has seen a 30 percent increase in conversation rates. Today 10 percent of customer communication is done via Kampyle. In addition, 30 percent of all feedback relates to merchandizing and helps EyeBuyDirect.com optimize inventory based on customer feedback.



Industry: [Online Prescription eyeglasses](#)

#of Web site pages: over 1,000

Using Kampyle for: 5 months

of feedback items: 3,500

“Similar to all online retailers, we want to understand our customers and their experience.”

“We would have lost out on a great deal of data, time and insight if it wasn’t for Kampyle.”

“Each day... we have new ways to communicate with visitors and turn them into customers. Kampyle has allowed us to increase direct communication with our consumers – which is a top priority for any online retailer.”

About the company:

EyeBuyDirect.com is the leading [online eyeglasses](#) shop. The company offers competitive prices for [prescription eyeglasses](#), so everyone has a chance to see the world with a clear vision.



www.eyebuydirect.com

The Problem:

[EyeBuyDirect.com](#) seeks to serve the 70 percent of adult Americans who need some form of corrective vision. One of the company’s key services is its virtual imaging tool, [EyeTry](#), which enables customers to “try on” glasses as they would in a traditional store. However, problems with the Virtual Dressing Room were causing users a great deal of frustration and affecting sales.

The company needed to get a clear understanding of the exact nature of the problem and of customers’ experiences, a particularly acute need in a business dependent upon such a high level of product personalization. EyeBuyDirect.com chose [Kampyle](#) for its easy analysis of feedback, which has been “100 percent actionable.”

The Solution:

EyeBuyDirect.com uses Kampyle to better understand the usability of its Web site processes, as well as increase the number of conversations the company has with customers. Most importantly, EyeBuyDirect.com integrated Kampyle to its analytics, testing and reporting tools to improve decision-making in all customer-facing areas.

After first creating a feedback form to gather data about the EyeTry Virtual Dressing Room, EyeBuyDirect.com was able to modify and test a new version of the service.

Benefits and Results:

Within 24 hours of implementing Kampyle, EyeBuyDirect.com gained an in-depth understanding of technical difficulties customers were experiencing. Given the tools to communicate problems, customers were eager to share their experiences. EyeBuyDirect.com has seen a 30 percent increase in conversation rates.

Today 10 percent of customer communication is done via Kampyle. In addition, 30 percent of all feedback relates to merchandizing and helps EyeBuyDirect.com optimize inventory based on customer feedback. In addition, EyeBuyDirect.com can now route customer feedback directly to IT and address issues “in a quarter or a fifth of the time we did before.” Additionally, EyeBuyDirect uses feedback from Kampyle to optimize and improve stocking and purchasing procedures.

“Bottom-line, Kampyle allows online retailers to understand what the customer is actually thinking and wants from a Web site, rather than just projecting,” Roy Hessel, CEO, EyeBuyDirect.com.

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