

Case Study – InkJetSuperstore.com

“Since using Kampyle, InkJetSuperstore.com has seen an 8% increase in site conversions and reduced customer call support by 5%.”



Industry: Printer accessories
6546 Web site pages
Using Kampyle for: 7 months
4091 feedback items

“All day long we are worried about the customers and if they are okay and happy.”

InkJetSuperstore.com uses Kampyle for Websites daily to help identify key areas of concern for customers and respond immediately to their demands.

Since using Kampyle, InkJetSuperstore.com has seen an 8% increase in site conversions and reduced customer call support by 5%.

“A happy customer is a returning customer, and that is what we strive for every day, so using Kampyle is one of our most strategic initiatives.”

About the company:

InkJetSuperstore.com is a reseller of printer consumable products operating in the United States, Canada, and the United Kingdom. It provides printing accessories, including ink and toner cartridges for most major printer brands.



www.inkjetsuperstore.com

The Problem:

In a crowded marketplace, InkJetSuperstore.com aims to stand out from the pack by offering the best prices – up to 70 percent off retail stores – and superior customer service. The company makes a 100-percent-satisfaction guarantee on its products and makes a same-day shipping promise for most orders. Despite these efforts to meet customer needs, InkJetSuperstore.com did not have a manageable way to track and respond to customer problems as they occurred on its Web site.

The Solution:

InkJetSuperstore.com implemented Kampyle and now receives up to 300 responses from customers each week in its call center and customer service offices. Customers use the feedback forms to report functionality problems with the Web site, but also to voice concerns about products or shipping delays.

The Kampyle solution enables InkJetSuperstore.com to quickly identify critical cases, solve problems, and turn potential critics of the company into strong supporters. If a customer has trouble finding an item on the Web site, Kampyle’s feedback form triggers a response from the purchasing department. If a customer uses the feedback form to identify a problem in the shopping cart or in the delivery process, InkJetSuperstore.com sends back a personal response, along with a discount or refund.

Benefits and Results:

“Kampyle is a complete win-win solution for us and for our customers,” said InkJetSuperstore.com CEO Ilan Douek. “We have a 100-percent-satisfaction guarantee, and Kampyle enables us to fulfill that. When a customer has an issue, we know it immediately and we can take immediate action to address it. This is an essential competitive advantage for us in our market.”

InkJetSuperstore.com’s customer service department notes that the feedback items they read weekly help them convert customers into loyal users and repeat visitors. In addition, the feedback from Kampyle helps InkJetSuperstore.com operationally, because the company analyzes the customer data to anticipate future needs, sales opportunities and site upgrades.

“We have had an eight percent increase in conversion ratio since using Kampyle because it lets us provide personal and immediate contact with our customers,” said Douek. “Additionally, telephone calls to our customer service department has been reduced by five percent.”

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