



Key Facts

Company

SurfStitch

Industry/Market

Online Retail

Web Presence

www.surfstitch.com

Challenge

- Providing an overall-user experience that exceeded visitors' expectations.
- Enabling sales, marketing and customer support to reach out, as appropriate, to feedback providers.

Solution

Kampyle Feedback Solution captures and forwards feedback in real time based on custom business rules and priorities. As a result, customer issues can be addressed and solved faster by the relevant stakeholder.

Benefits and Results

- Increased customer feedback by 70%
- Captured contact information for over 30% of all feedback providers
- Optimized and enhanced user experience based on customer feedback
- Segmented feedback for intelligent distribution to appropriate stakeholders
- Enabled real-time customer engagement and support
- Reduced return rate to 75% lower than competition

Case Study SurfStitch

“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!”

Lex Pedersen, Managing Partner, Surfstitch

About SurfStitch

SurfStitch is one of Australia's leading online retailers. Specializing in surf equipment and accessories, the company has rapidly grown its offering to include apparel and other items, in a broad range of fashions and styles.

The Challenge

As an online retail pure-play, SurfStitch recognized the need to provide an overall user experience that exceeded the expectations of their visitors. Discovering issues faced by visitors with any aspects of the website, product, pricing or delivery, was essential in achieving this goal.

However, SurfStitch found it challenging to induce visitors to share their experience and feedback with them. A focus on capturing every conversion opportunity also required a system that would allow sales, marketing and customer support to reach out, as appropriate, to all visitors – whether happy or otherwise.

The Solution

Using Kampyle's unobtrusive, intuitive and user-friendly feedback solutions, SurfStitch was able to increase customer feedback by 70% and capture contact details from over 30% of their feedback providers.

By employing Kampyle's feedback tagging, SurfStitch could breakdown and segment feedback based on criteria such as returning customer, pricing, delivery, product details, web site content, processes, general navigation and more.

The segmented data could then be intelligently routed, in real-time, to sales, marketing or customer support for the appropriate follow-up.

Benefits and Results

- Increased customer feedback by 70%
- Captured contact information for over 30% of all feedback providers
- Optimized and enhanced user experience based on customer feedback
- Segmented feedback for intelligent distribution to appropriate stakeholders
- Enabled real-time customer engagement and support
- Reduced return rate to 75% lower than competition

"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."

Lex Pedersen, Managing Partner, Surfstitch

About Kampyle

[Kampyle](#) enables businesses to optimize their website, generate leads and significantly increase their sales. Kampyle's software-as-a-service (SaaS) solution collects visitor feedback, captures real contact details and delivers that data to sales and marketing teams. Since 2008, Kampyle has powered more than 50,000 companies who use feedback to gain insight into user behavior, enhance product and service offerings, generate leads and convert up to 45% of the visitors who leave contact information. Kampyle has processed more than 12 million feedback forms in over 60 languages in 191 countries.

Last update: Dec. 2011

