

Keep It Personal Testimonial

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Keep it Personal is a gift retailer that specialises in customised engraving and printing. The retailer sales channels are Ecommerce platform, Zencart.

The project was in two parts:

1. A personalised product preview- A way for the customer to create a visual representation of their purchase. This would allow Keep it Personal to compete with the market leader in features, and to increase conversion rate.
2. Efficiency Improvements- Keep It Persons engraving process was for a graphic designer to take an a personalised message in the order notes, create an image, get it reviewed and proved by the customer, then prepare the engraving imagery (aligned correctly) to be sent to the engraving machine.

Result:

Noticable Increase of conversion rate, time on site and reduction in bounce rate.

Increased customer satisfaction due to previewing item before purchase

Production increased with less labour required due to automation.

Enabled in-house graphic designers to automate templates to be reused to make consistent engravings.

Reduce in number of mistakes due to less human intervention of copying and pasting text from web pages to engraving machine. All engravings imported without any need to edit.

Turnover increased by at least in 20% in first year.

Signed



Andy Smith

Director Keep it Personal