



Ted's Cameras leads the charge in superior online customer service

Business problem:

Ted's Cameras needed to provide website visitors with a more personalised and enjoyable online shopping experience

Solution:

SLI Systems' advanced Learning Search and Site Champion

Result:

- Website visitors find results quickly and consequently shop online for longer
- Visitors looking for specific products or page destinations are quickly and accurately re-directed to relevant areas of the site
- The flexibility of SLI's solution lets Ted's manage site traffic simply and effectively, without technical assistance.

Ted's seizes opportunity to boost online success.

As one of Australia's leading camera retailers, Ted's Cameras utilises a dynamic website as one of its critical marketing and sales tools. With more than 180,000 site visitors every month arriving at the online store to browse its unbeatable selection of products, Ted's needed to ensure that the wealth of information available was easy to navigate and always relevant to the individual visitor.

"As a retailer in the highly competitive photography industry, you need to give online shoppers vast information on products and special offers but in a compelling layout that's easy to search and review. Our aim is to constantly look for ways to capitalise on the growing online retail market and recently we realised there were certain limitations with our old site, which inhibited visitors from finding the information or products they wanted quickly. This consequently impacts our online and in-store sales so we knew we needed to make some improvements quickly. We also needed to boost our SEO results to remain competitive," explains Grant Tildsley, Ted's Cameras' Online Sales and Development Manager.

Previously, Ted's Cameras lacked the dynamic site search functionality it needed to ensure that all website visitors had a positive search and purchase experience. The second most common exit page was the 'no results' page, the average length of site visitation was lower than desired and the team's ability to re-direct traffic looking for different extensions of Ted's website was limited and technically time consuming.

The most flexible, dynamic search solution wins Ted's business.

After several months reviewing various site and search products on the market, Ted's Cameras selected SLI Systems' Learning Search and Site Champion solutions to address its current website challenges. Since implementing, Ted's has seen significant improvement in the average length of visit by 30 seconds. In addition, the bounce rate is declining, 'average page views' data is up and overall traffic has increased, all thanks to improved SEO and clear evidence that visitors are finding what they're looking for on the website, faster.

Grant Tildsley elaborated on the immediate impact SLI's search services had on the Ted's website, "We're thrilled with the two products we've implemented and the great results they're achieving in as little as three months. It was also fantastic dealing with the local SLI team. Not only was it extremely easy to implement the solution, it is very affordable, flexible and a great fit for our business.



“We looked at other products on the market that were more expensive but SLI could more than meet our needs and at the right price. Thankfully it became obvious very early on that our decision was the right one - we saw immediate results geared towards our bottom line,” confirmed Grant Tildsley.

In addition to enhanced site navigation and length of visit results, Ted’s is also seeing dramatically improved SEO benefits on a range of products. In fact, thanks to the new SLI solution, Ted’s is enjoying the number one search position for certain brands and types of cameras across a range of search engines.

Delivering on customer expectation, always.

On a site such as Ted’s, with vast amounts of product information, visitors often rely on the site search functionality to find relevant information and product offers. Rather than trawling through menus and product categories, most visitors are there to research a particular product and want specific information quickly.

In the past, Ted’s website often produced a ‘no results’ page for customers when in fact the product was available or there was relevant information available on the site. For many, the problem had been that the site didn’t recognise the search term used by the visitor. The old search functionality often failed to return the most appropriate information or links but with SLI’s Learning Search solution, Ted’s has found site visits last longer and turn out positive search results more frequently.

“Learning Search is great because it continually ‘learns’ from past search activity. It tracks what our visitors are searching for and then uses that information to deliver results based on popularity. Consequently, we’re seeing less visitors exit our site from a ‘no results’ page because they can find and navigate product information more seamlessly.

“Another fantastic benefit of Learning Search is the ‘search suggestions’ function. This helps visitors refine or expand their search terms and helps with spelling suggestions. We’re seeing visitors find information like store locations and contact details quickly by using the site search which helps heighten customer satisfaction.”

Customers help drive Ted’s SEO strategy.

Playing an integral role in improving the overall customer experience of the Ted’s website is SLI’s Site Champion solution. By monitoring what customers are searching for on Ted’s website and creating ideal landing pages for popular search terms, Ted’s Cameras is providing search engines like Google with a raft of searchable landing pages easily trawled by search engine spiders.

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Since implementing Site Champion, Ted’s has seen the company’s ranking jump to a number one position with certain products thanks to the newly created, optimised landing pages. The benefit has been two-fold: website visitors at Ted’s are finding what they’re looking for quickly, while search engines are pushing more customers through to Ted’s online store and straight onto relevant landing pages.

“To be positioned at the top of a number of search engine lists for certain products is a breakthrough for Ted’s. Many online shoppers begin their purchasing cycle by typing product names into a search engine browser and then clicking through to retailer sites, so a prominent position is very important to us.”

Mechandising capabilities helps keep Ted’s site relevant and personalised.

Where once before visitors searching for a discontinued item produced a ‘no results’ page, nowadays Ted’s easily sets up ‘Discontinued’ product banners to offer more accurate and personalised information to customers. Grant Tildsley continued, “There’s nothing worse than searching for a product which you’re sure a retailer stocks and finding a ‘no results’ page without any alternative suggestions. ‘No results’ can mean anything but with a personalised ‘Discontinued’ banner the customer is immediately put in the picture. From an internal perspective, it’s great being able to set up and remove banners as needed and without technical help. It keeps our site relevant and up-to-date at all times.

“We’re also able to put up banners to re-direct visitors to other parts of our site such as the online print photo lounge. When people type ‘printing photos’ into the site search tool we can re-direct them quickly by prompting them with personalised banners.

“It’s amazing how effective a little fine-tuning can be when you start to use tools that track and monitor how your customers are using your website, especially when it’s self-learning technology. We’ve not only seen solid improvements in a short period of time but we’ve learnt a lot more about our website visitors in the process, which is critical in the online retail game,” concluded Grant Tildsley.

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