

Customized Holiday Speaking Avatars Drove E-commerce Sales



Case study #12: Time Zone 247

Jan. 2008

SUMMARY

TimeZone247 sells high end replica watches and handbags in the UK market. After launching a SitePal character at its online store, the site's owner, Angie Rose, saw sales and registrations skyrocket. Angie has taken steps to make her site more relevant for the holidays and has added a Santa character. This too has helped to drive registrations and sales. Read on to learn more about Angie's success with SitePal.

BUSINESS CHALLENGE

Although Angie was happy with having a website set up that allowed her to start selling products more easily, she also felt that her site was lacking something and her sales were not where she wanted them to be. She had read that SitePal speaking avatars help to turn browsers into buyers and was excited to hear that she could have a customized character that would inform site visitors on what they need to do to purchase one of her products. Angie signed up for the 15-day trial and a character named Angela was up and running in minutes.

"The process of changing the clothes, hair color and even eye color as well as accessories was just a breeze. It is amazing to me that you can customize your SitePal avatar to meet your needs. More importantly, the character quickly explains how to register and purchase products, making the process for the customer much easier," said Angie, founder of TimeZone 247.



ANGIE'S SPEAKING AVATAR HELPS TO TURN SALES AND REGISTRATIONS AROUND

Angie's site was trailing along in sales at a rate of about 5 watches per month. However, after adding Angela, her SitePal character, the sales shot up to over 85 watches per month. This is an amazing increase in excess of 1500%.

In early November, Angie decided to take advantage of SitePal's selection of holiday characters and created a Santa Clause for use on her site. In minutes she was able to create her Santa character and used SitePal's text-to-speech technology to include a cheerful holiday greeting.

With the addition of her Santa character her sales have increased to over 95 watches and she has also seen the number of registered users increase as well.



When Angie changed Angela, the first speaking character she added to her online store, to a Santa Clause for holidays, the sales went up even further from the amazing 1,500% increase she saw earlier with the addition of Angela.

"I think having a SitePal was one of the very best things I've done to enhance my site. When the site was being built, I had a vision of a beautiful easy to use site, smooth and helpful and I think I have achieved that by adding a SitePal Avatar. The increase in sales and registered users is incredible. Keep your eyes peeled as I have already created characters for New Year's and Valentine's Day. It never hurts to be holiday appropriate, and I would recommend SitePal to anyone," continued Angie.