



NEXTOPIA CUSTOMER CASE STUDY

SWIFT INK

WITHIN THREE MONTHS, NEXTOPIA HELPED SWIFT INK ACHIEVE:

▲ *7% Increase in Conversion Through Search*

▲ *2% Increase in Average Order Value*

▲ *16% Increase in internal Search*

▼ *4% Decrease in Search to Exit Rate*

THE CHALLENGE

Poor Search Results.

NEXTOPIA RESULTS

- 7% Increase in Conversion Through Search
- 16% Increase in Internal Search
- 2% Increase in Average Order Value
- 1.25 Minute Increase in Time on Site
- 4% Decrease in Search to Exit Rate
- 3% Decrease in Bounce Rate
- 6% Decrease in Customer Service Calls

NEXTOPIA BENEFITS

Day to day business at Swift Ink is now running a lot smoother and is not as hectic.

INDUSTRY

Print Supplies



PLATFORM



NEXTOPIA PRODUCTS

eCommerce Site Search and Autocomplete

WEBSITE

www.swiftink.com



We used to get a lot of complaints about our search function; we no longer hear those complaints.

SWIFT INK: AN INTRODUCTION

Founded in 2004 and based out of Plymouth, Michigan, Swift Ink is a leading provider of discount printer ink and toner. They carry a full line of printer ink cartridges, laser toner, fax toner and countless other printer supplies for virtually every inkjet or laser printer on the market. Their website is run on the Volusion platform and they have been a Nextopia customer since April 2014.

THE CHALLENGE

Before implementing Nextopia's Site Search software, Swift Ink's customers were having a hard time finding products on our website.

"Our product line is very complicated because there are tens of thousands of printers, and each one can use many different cartridges. In addition, many cartridges can work in more than one printer. We received lots of calls from customers who needed help finding their products on a daily basis."

- Mark C, Swift Ink

Swift Ink hoped that by switching to Nextopia, they would be able to improve the way customers searched for products on their site and in turn drastically improve customer satisfaction.

After investigating other search providers the decision to implement Nextopia was made.

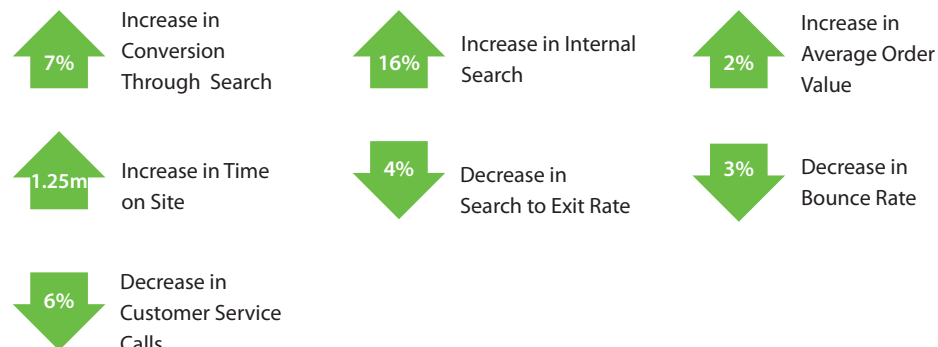
"We got the impression that the Nextopia setup was very simple and hands free. We were right. After providing a few basic details about our store, we were up and running very quickly with little to no work on our part. Nextopia did everything for us. We simply had to spend 10-minutes integrating the system into our website once it was up and running."

- Mark C, Swift Ink

NEXTOPIA RESULTS

After implementing Nextopia Site Search, within three months Swift Ink found that the decision to invest in on-site search was already showing great ROI. Swift Ink experienced an increase in conversion through search by 7%, an increase in time on site by 1.25 minutes, an increase in internal search by 16% and an increase in average order value by 2%. They also experienced a decrease in the search to exit rate by 4%, a decrease in bounce rate by 3% and a decrease in customer services calls by 6%. Evidently, implementing Nextopia Site Search provided a ROI in a short amount of time.

Statistical data provided by featured customer



NEXTOPIA BENEFITS

Day to day business at Swift Ink is now running a lot smoother and is not as hectic.

“We noticed a decrease in the number of customer service calls we receive because customers can now find the products they need themselves, without our help.”

- Mark C, Swift Ink

Customer complaints are now minimal and they are happier than ever!

“We used to get a lot of complaints about our search function – we no longer hear those complaints.”

- Mark C, Swift Ink

One of Swift Ink’s favourite features of Nextopia is the autocomplete. Their customers find it extremely handy. Search results start to appear on the screen as a customer is beginning to type in a search term. This makes finding products fool proof!

Swift Ink has also found that in working with Nextopia they have a whole team behind them ensuring their integration and new search function is flawless. Swift Ink’s Sales Rep was very patient and helpful, he provided all the necessary information and gave them the time they needed to review all of their options. They were also very impressed with Nextopia’s Customer Success Manager, who took care of everything and got them integrated quickly.

Swift Ink found that enhancing your eCommerce store’s on-site search functionality can show pretty immediate ROI, it keeps customers from turning to competitors, converts them into buyers and ultimately makes you money!

CALL US FOR A FREE SITE EVALUATION 800.360.2191