



## JVL Case Study



JVL COLLECTION





*"Thanks to Toonimo we can help our visitors navigate the site more easily and have experienced a tremendous increase in conversions and reduction in customer support costs." Jose Salazar, COO, JVL*

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### Goals

Increase Conversions and Engagement Time



### Approach

Digital Walkthrough



### Results

7% increase in sales

29% decrease in customer support costs

Increased user engagement and time on site





## **The Company**

JVL is an established online jewelry company that sells wedding bands.

## **The Challenge**

JVL's main challenge was differentiating themselves among the many wedding band websites. As Joe Salazar, JVL's President & COO explains, they were seeking to personalize the user experience and explain the personal touch and top service JVL offers. Additionally, JVL wanted to ease pressure on their call center. Most often people would call in for help in finalizing their purchase, once added to the cart. For purchasing a jewelry item, JVL sought an online solution that would add a personal touch to the user's shopping experience.

## **The Results**

JVL Jewelry implemented Toonimo on their website to help visitors understand the offering and guide them through the selection, purchase and checkout process. With Toonimo's implementation, visitors are engaged with relevant facts about the items they are shopping for. With the Toonimo implementation on JVL's digital channel, customer support costs dramatically decreased by 29%. People interacted with the digital walkthrough to get their questions answered rather than call into the site. Additional benefits included increased time on site and reduced cart abandonment. With Toonimo, JVL experienced a 7% increase in sales and continues to service their online shoppers.

## **About Toonimo**

Toonimo humanizes the web user experience with engaging digital walkthroughs. The SaaS platform enables organizations to add an overlay of human voice and customized graphical coach marks that engages visitors, showcases key offers and guides users through website funnels. Toonimo offers a comprehensive analytics dashboard in order to track user engagement and conversions. Driven by an intelligent decision engine, Toonimo personalizes the web user experience, encourages self-service, increases conversion rates and improves user engagement.

