



Universal Accounting

CASE STUDY

Average of

↑7%

Increase in sales

Average of

↑4%

Increase in conversion a month

Background

Universal Accounting has ranked as one Utah's 100 Fastest Growing Businesses since 2004. For the years 2007, 2008 and 2009 Universal Accounting was featured on the Inc 500 list of fastest-growing private companies. To date, Universal Accounting boasts an impressive 10,000 enrolled students across multiple training regimens. At first, Universal Training Systems had a classroom-based learning model in place, and the company had its first Universal classroom in Salt Lake City, Utah. Rapid growth followed and the company opened multiple schools in Colorado, California, New Jersey and New York.



The Challenge:

Universal Accounting is first and foremost a results-driven company that is geared towards maximum ROI. To this end, enrolment conversion maximization is the #1 priority. Since Universal Accounting is a well-established company in educational accounting, it operates in a competitive environment. Universal Accounting is fortunate enough to have large numbers of unique visitors frequenting the website every month. However, those users were in need of guidance when making their decision about Universal Accounting as their program of choice.

The Solution:

Toonimo implemented a number of targeted walkthroughs that would give the visitors all the information they needed, while highlighting Universal Accounting's core values. Once the walkthroughs was implemented, the results were immediately positive. Toonimo and Universal Accounting then decided to go with an additional types of walkthroughs that would be even more user friendly. Now not only did Toonimo change the placement and text for the trigger; Toonimo also guided the user to the sign up page directing the users to a "call-to-action". The results for guiding the user all the way through to the sign up, prompted the users to register for the courses at an even greater accelerated or increased rate.

Challenge

- Convert unique visitors to paying customers
- Deliver more help to users when they about to choose a program.

Solution

- Adding audio visual walkthroughs to highlight the core values of Universal Accounting
- Adding Interactive text bubble to highlight "call-to-action"

Results

- An instantaneous increase in conversions to the tune of 4% a month, with 99% statistical significant.
- In the second variation, we see an average of 7% increase in sales (on average) on a monthly basis with a 99% statistical significant.

The Results:

Toonimo implemented the first version of the walkthrough that would give the visitors all the information they needed, while highlighting Universal Accounting's core values. Once the first variation was implemented, the results were immediately positive. Toonimo and Universal Accounting then decided to go with a second variation that would be even more user friendly. In the second variation not only did Toonimo change the placement and text for the trigger; Toonimo also guided the user to the sign up page directing the users to a "call-to-action". The results for guiding the user all the way through to the sign up, prompted the users to register for the courses at an even greater accelerated or increased rate.

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.