



JVL

CASE STUDY

Average of

↑7%

Increase in sales

Average of

↑29%

Decrease in Customer Support Costs

Background

JVL is an established online jewelry company that sells wedding bands, the company was established in 2004 and is now recognized by the Wedding Industry as the leading online retailer for wedding bands. In 2016 JVL Jewelry serviced over 1,000,000 customers.



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 Solution:

JVL Jewelry implemented Toonimo on their website to help visitors understand the offering and guide them through the selection, purchase and checkout process.

We added the necessary audio-visual walkthroughs which improved user engagement by explaining and guiding the users to all the information they required. Users were engaged by way of the trigger button on specific pages, to guide end-users through the process.

Challenge

- Personalize the user experience
- Reduce support costs

Solution

- Add a combination of audio and visual interactive walkthroughs
- Add multipage walkthroughs that leads the users across pages in the website

Results

- 7% increase in sales
- 29% Decrease in customer support costs

The Results:

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.