

# Interflora transforms business with LeftClick Labs

Conversion rates up by 80% and rising



**Interflora**  
NEW ZEALAND

RETAIL / FLOWERS & GIFTS

The business of Interflora is the 24 hour delivery of flower orders throughout the world. Interflora covers 150 countries with almost 55,000 florists and handles around 75 orders every minute with an annual turnover of \$2 billion. Interflora New Zealand was established in 1935 and is linked to Interflora Incorporated now based in Chicago, U.S.A. Interflora's mission is to provide, promote and support constant excellence and a reliable member service network that meets the needs of the public for the gathering, transmission and delivery of floral orders and related gift items within New Zealand and worldwide.

## BUSINESS CHALLENGES

- Low conversion rates
- Lack of intelligence about customer
- Helpdesk complaints
- Results not measurable

## BUSINESS CHALLENGES

As an International brand name, Interflora NZ is committed to providing the best experience possible to their customers. The Interflora NZ website was already high profile site and a crucial part of their business.

Interflora NZ had already made significant investments in their site and was quite pleased with it. However, it wasn't really giving the results they were hoping for. "Our conversion rates were quite a bit lower than our overseas counterparts" says Derek Hargreaves, CEO of Interflora NZ. "We were

## SOLUTION

- LeftClick selected for its low risk and strong capability
- ClickShift for short term gains
- ClickDrive for ongoing improvement

also getting some negative feedback about the site through our helpdesk". At this point, Interflora NZ had a good feeling that things could be better but were not sure about what to do next.

Interflora NZ were involved with a number of agencies at the time and also subscribed to a number of web reporting and benchmarking services. A key problem that Interflora faced was that it was really difficult to understand what all the data meant and who's advice to take. "It was really hard to figure out what we should do." Says Hargreaves, "I have a board to keep happy and I can't afford to waste

## RESULTS

- 80% increase in conversions
- 10% increase in bricks-and-mortar sales
- Decision making is far easier
- Increased confidence

money on initiatives that don't result in more business."

## SOLUTION

After looking for solutions, Interflora chose LeftClick's Shift and Drive process as it made it much easier for Interflora to see how the benefits would come. Interflora entrusted LeftClick to analyse their e-commerce site and show explicitly how to get conversion rates up.

The first step was the ClickShift programme which worked on identifying and removing

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Derek Hargreaves, CEO, Interflora

key obstacles to conversion over a short period of time. It was a bit of a paradigm shift for Interflora as they had not dealt with anything like this before. LeftClick analysed the site and conducted lab testing with representative customers. LeftClick then re-designed key web pages using knowledge gained through analysis and testing. "Some of the recommendations did not sit well with other agencies involved," says Derek, "but we trusted LeftClick's opinion and the results prove them to be right."

The ClickShift programme resulted in almost immediate increases in conversion rates and after three months, Interflora went onto LeftClick's continuous improvement programme, ClickDrive. "We'd already seen significant increases with ClickShift and we wanted to keep the momentum going".

With ClickDrive, Interflora's site is analysed each month and improvements identified and actioned. "There's been times when we were not sure if we'd get the ROI but it's always been there, we are really pleased with the outcomes as every month we're seeing

more conversions. That's the key measure for us".

## RESULTS

After implementing the ClickShift redesigns, Interflora experienced almost immediate increases in conversion rates which increased over 30% in just a few weeks. With ClickDrive the conversion rates continue to increase and have nearly doubled. In addition to this, calls to Interflora's helpdesk have reduced considerably, "this is quite a cost saving, especially around Christmas time" says Derek.

A further benefit to Interflora was the increase in bricks-and-mortar sales which went up by about 10%. This is because the modern shopper expects to view products online before deciding to visit the high street store. "This was an unexpected but nice surprise for us"

Some of the benefits go beyond pure monetary gain and include more intangible benefits as well. LeftClick's Shift and Drive process takes care of much of the decision

making based on solid, tangible evidence. "Things are now much easier for us. I can now spend more time on other things".

"LeftClick are definitely supporting our business objectives. We are continually improving the online experience for our customers and seeing our business grow as result. That's very rewarding."

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For more information, visit

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