

# PC Universe achieve success with the help of LeftClick Labs

Improved conversion rates by 110%, leading to a major web awards win



E-COMMERCE / COMPUTING

PC Universe is a leading direct marketer and service provider of over 250,000 technology products from over 700 brands such as Apple, Canon, Cisco, Citrix, Epson, HP, IBM, Lenovo, Microsoft, Sony, Symantec and Toshiba. Since 1995, PC Universe has served the information technology needs of businesses of all sizes, both public and private. PCUniverse.com is ranked by Internet Retailer magazine as one of the Top 500 retail sites on the Internet.

## BUSINESS CHALLENGES

- Low browse-to-buy conversion ratios
- High bounce rates
- High rate of cart abandonment

## BUSINESS CHALLENGES

Florida based e-Commerce company PCUniverse.com is a leading online store for computers and electronic equipment that serves the SME business customer.

PC Universe have built a solid reputation for high quality service and, the website is a critical sales channel for its business.

Early in 2006, PC Universe embarked on a number of initiatives to increase the quality of the customer experience, both online and offline.

The online channel is a crucial touch-point with customers, and so PC Universe took the initiative of looking at various ways to optimize the online experience. These initiatives included the development of new content and features and backend performance tuning. A crucial initiative was to improve the effectiveness of existing web pages and processes in key areas of the site

## SOLUTION

- LeftClick selected for its low risk and strong capability
- ClickShift optimization solution
- Performance-based model

and it was here that LeftClick were engaged to help.

At the time, conversion rates were slightly lower than the industry average, and the site was experiencing some relatively high bounce rates on some highly traffic pages such as the home page and product detail pages.

In addition, PC Universe were experiencing undesirable levels of cart abandonment, which resulted in conversion rates being further impacted.

PC Universe were aware that they were losing prospective customers and that the site experience needed to be improved. The challenge was to understand the subtleties of why people were leaving the site and to work out the best way of moving things forward.

"We are fast growing company with customers and shareholders to keep happy: we needed to move our site forward quickly

## RESULTS

- 110% increase in conversion rates
- Increased average order values
- Increased profitability
- Improved customer satisfaction

and with minimal risk," says Tom Livia, President and Co-Founder of PC Universe.

## SOLUTION

PC Universe chose LeftClick's ClickShift program for its robust approach and complete end-to-end solution.

A common problem with traditional approaches is that analytics, user testing, customer research and web design are all separate disciplines, and key information simply gets lost along the way. ClickShift solves this by combining these disciplines in a single process, making it the most efficient and effective way for PC Universe to tackle their problems with the online experience and boost conversion rates and customer satisfaction.

The first step was to conduct an analytics assessment in order to gain an appreciation of how visitors were interacting with the site. With the aid of advanced analytics and

# // Metrics have shown improved performance and higher conversion rates."

Patrick Colletta, e-Commerce Manager, PC Universe Inc

customized reports, the LeftClick team were able to see which parts of the site required the most attention, and to set benchmarks to measure improvements.

Following this initial analysis, the next step was to conduct an expert review of the site, followed by some lab testing with carefully selected representative customers. This process gave a clear picture of the reasons why the site was failing.

All of the acquired knowledge was then fed directly into the redesign activities. A key area of concern was the order process, where a large percentage of users were abandoning the site after adding products to their cart.

Armed with a statistical knowledge of visitors' pathways through the checkout, LeftClick set about a complete overhaul of the order process, producing several pages of designs for each step to completely address all the possible situations and outcomes.

Within 2 weeks, the new designs were delivered to PC Universe for implementation.

"When I look at new designs I get an impression and rate them on a 1 to 10. When I looked at LeftClick's design it immediately went straight to 10. If the design was for someone else's site I'd be quite jealous," says Patrick Colletta, Director of e-Commerce at PC Universe.

As part of the project, LeftClick delivered pre-made HTML templates with supporting images to PC Universe, enabling crucial changes to key landing pages to be rolled out quickly to gain early wins for the site.

The changes necessary for the new order

process required some fairly intensive architecture changes, and as a result took longer to implement.

After the changes had been fully rolled out, LeftClick then re-evaluated the outcomes and fine-tuned a few aspects of the design to maximize conversion rates.

## RESULTS

The ClickShift program resulted in immediate and significant increases in conversion rates, achieved without the need for a complete overhaul of the site.

People entering the site now stay around longer and engage more with the site. Custom landing pages for visitors landing on internal pages from search engines have meant a large decrease in bounces.

Improvements in persuasive elements have meant an increase in average order values and profitability for PC Universe.

These results have been achieved by an approach that integrates analysis and redesign into a streamlined process where the subtleties and nuances do not get lost.

"What we immediately liked about LeftClick is the way they fuse grounded science with design creative. Their interface designs have made a real difference to our business and we see LeftClick being integral to our continued success," says Livia.

The performance-based pricing model also meant that these results were achieved with relatively low risk.

"There were a number of reasons why we

liked the ClickShift solution. The approach is good, it had low risk and it required very little effort on our part," says Colletta.

Following a ClickShift redesign from LeftClick Labs, PCUniverse received the Web Marketing Association's prestigious Standard of Excellence award as one of the Internet's best websites, as judged by web marketing professionals from around the world.

"LeftClick Labs helped redesign crucial aspects of the site, which have had a real impact on improving the user's online experience."

"Their work helped improve our important high traffic pages, and the metrics have shown improved performance and higher conversion rates."

"For PC Universe it is all about helping our customers find and buy products faster, and LeftClick Labs have played an excellent role in improving that."

"They are easy to work with, they are professional and knowledgeable and able to deliver real results."

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For more information, visit

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