

CoffeeForLess.com Solves Customer Engagement Challenge with TurnTo

CHALLENGE

CoffeeForLess.com is an online coffee shop for homes, offices and restaurants. One great thing about going to a coffee shop is being able to interact with other customers. CoffeeForLess.com knows that customer interaction is a crucial part of a coffee shop's success and therefore sought out a way to replicate that same interaction on their product pages.

CoffeeForLess.com realizes that there are many different types of shoppers, and the more ways their site has for them to interact with the CoffeeForLess.com community and Customer Service Team the more likely they are to get the highest engagement and customer satisfaction possible.

Furthermore, with many online coffee retailers today, CoffeeForLess.com sought a way to boost their search engine rankings and stand out from the competition. Could they increase

their customer engagement while improving their search engine rankings with one technology vendor?



SOLUTION

With customer engagement and SEO at front of mind, CoffeeForLess.com found that TurnTo's Social Q&A Platform was a good fit to solve both those challenges while providing other benefits, as well.

By allowing their shoppers and past customers to ask and answer product specific questions and their Customer Service Team to answer store related questions CoffeeForLess.com could see the customer engagement challenge solved. Additionally, since this fresh unique content is displayed on the respective product pages it is indexable to the search engines helping with SEO.

"TurnTo allows for the Customer Service Team to be proactive in addressing issues, clarifying product information, and marketing to gain insights on what customers need/want to know," says Zachary Ciperski, Vice President at CoffeeForLess.com.

Because TurnTo has a Magento Extension, integrating the Social Q&A onto CoffeeForLess.com's Magento store was seamless. Additionally, because of TurnTo's flexible backend, CoffeeForLess.com is able to use their existing email service provider, Bronto, to send all of the TurnTo Social Q&A email communications to shoppers and customers. This allows CoffeeForLess.com to see TurnTo email stats within their Bronto interface, resulting in better synergy with other marketing efforts.



Customer Q&A: Green Mountain Coffee Nantucket Blend K-Cups 24ct Medium

Ask a Question Get **FAST** answers from customers who bought this item

Already Asked: 8 Questions, 67 Answers Sort by: Best question

Show all answers | Hide all answers

Q A shopper asked: What is the best coffee? May 2, 2013

Answer this · Send to friends · Good question? Yes (2) No (0)

Show all 10 answers | Hide all answers

A Jane H: We really enjoy the Breakfast Blend—Green Mountain of course and for a bit of a stronger blend, we also like the Nantucket Blend. Not strong coffee drinkers so these two are just perfect for us. Nantucket is not strong by any means but it is just strong enough for us otherwise we do enjoy the Breakfast Blend. May 7, 2013

Reply to Jane · Good answer? Yes (0) No (0)

A Robinlee O: I find that medium roast coffee is my favorite but that will depend on what your taste is. I feel Nantucket Blend is the best in this category. I have tried others through the years and have always come back to this one. May 7, 2013

Reply to Robinlee · Good answer? Yes (0) No (0)

Please enter your answer

Q A shopper asked: I'm looking for a coffee to stock the company pantry with. It's a small office, so I don't want to get too much variety, so that we use them up quick and can keep getting fresh new ones. So I'm looking for a basic, middle-of-the-road coffee that's going to please a variety of tastes. Would the Nantucket be a good choice? Other suggestions? Many thanks! Feb 23, 2013

Answer this · Send to friends · Good question? Yes (3) No (1)

Show all 7 answers | Hide all answers

A Aline M: I have use Nantucket Blend for several years, it is a med. roast just enough coffee flavor not strong. I do add half and half. My husband and I enjoy the k-cups and purchase Donut House and Nantucket exclusively. Feb 26, 2013

Reply to Aline · Good answer? Yes (0) No (0)

A Ronald L: The Nantucket blend is an excellent choice. Another similar choice would be Donut Shop Medium from Coffee People. A milder choice would be the Nantucket Breakfast Blend. Feb 26, 2013

Reply to Ronald · Good answer? Yes (0) No (0)

Please enter your answer

Q Christopher K asked: Is this a lighter or darker roast than their Breakfast Blend? May 2, 2013

Answer this · Send to friends · Good question? Yes (1) No (0)

Show all 1 answers

A CustomerService Staff: This is a medium roast, so it would be slightly darker than the Breakfast Blend which is a light roast. May 7, 2013

Reply to CustomerService · Good answer? Yes (0) No (0)

Please enter your answer

Q A shopper asked: How much caffeine is in one K-cup? Mar 29, 2013

Answer this · Send to friends · Good question? Yes (0) No (0)

Show all 1 answers

A CustomerService Staff: Coffee contains between 75 and 150 mg. of caffeine per 8 oz. cup, depending on the roasting strength and other factors. It is difficult to measure the nutritional content of coffee, because it varies depending on many things. Generally, the darker the coffee is roasted, the less caffeine it contains. Apr 1, 2013

Reply to CustomerService · Good answer? Yes (0) No (0)

Please enter your answer

RESULTS

Since adding the Q&A dialog to their product pages CoffeeForLess.com has seen tremendous value. Not only are their shoppers getting the information they need to make a purchase decision, but their existing customers are also re-engaging with the site:

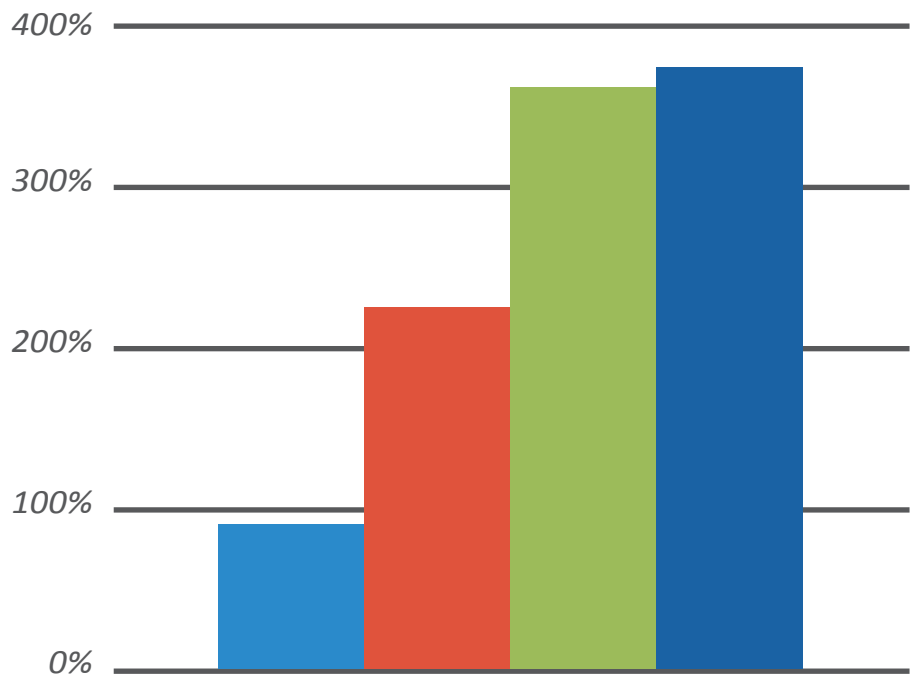
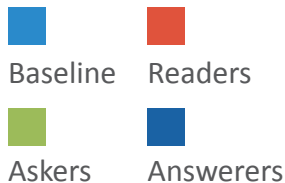
- 91% of questions receive at least one social answer
- On average, questions receive 5.5 answers from past customers

A key benefit of the Q&A system is that with social answers CoffeeForLess.com shoppers are provided with answers from actual past customers. “This helps to build trust in the CoffeeForLess.com brand quicker because the answers are considered more objective, versus what may be considered subjective answers from our CoffeeForLess.com staff,” says Zachary. Simultaneously, CoffeeForLess.com is gaining insights on what their customers need and want to know about the store and products. So overall, it is a win-win for everyone – shoppers and CoffeeForLess.com.

CoffeeForLess.com shoppers who interact with the TurnTo Q&A convert at a rate 2-4x higher than the baseline.

Past customers who answer shopper questions convert 3-4x more than those who don't – that's repeat purchases and increased loyalty for CoffeeForLess.com.

CONVERSION:



To learn more about how you can achieve results like this call us at [800.491.7876](tel:800.491.7876) or email us at contact@turnto.com.

About TurnTo:

TurnTo provides the leading Social Q&A system for online merchants and brands, enabling shoppers to get advice directly from stores' real customers (as well as staff and brand reps). By enabling authentic dialog between shoppers and customers right on the product pages, TurnTo increases conversion rates, generates fresh content for SEO, builds customer loyalty, and reduces call center load. The TurnTo Social Q&A Platform is a white-labeled SaaS product that can be integrated in as little as a day. Top online sellers including Brown Shoe (Shoes.com), L'Oreal USA, the Vitamin Shoppe, and Lenovo, have chosen TurnTo to convert visitors into buyers. More information about TurnTo is available at www.turntonetworks.com.

