

# Adorama Increases Customer Content & Gives Shoppers Fast, Helpful Answers

TurnTo Community Q&A helped the camera retailer go beyond reviews and find a way to answer specific customer questions.

*“TurnTo simply provides our customers an opportunity to share their expertise, and they’re happy to do it. We’re very proud to have earned that sort of loyalty, and TurnTo enables us to tap into it.”*

Glen Holman  
CIO  
Adorama

## THE CHALLENGE

### Answering more customer questions without adding customer support workload

Camera retailer Adorama was an early pioneer in the use of customer reviews. Reviews are great for shoppers looking to assess what other customers think of a product, but they sometimes come up short. “There are a slew of options—both online and offline—for consumers looking to buy photography gear. But there are far fewer options when consumers seek expert advice,” says Glen Holman, Adorama’s CIO.

He began looking for a way to enable customers to share their expertise alongside Adorama’s in-house experts. The hope was that a richer experience would prevent photo gear customers from abandoning the site. “The last thing that an ecommerce vendor wants is for a curious yet motivated customer to need to go elsewhere,” says Glen.

Noticing the kinds of questions that came in to Adorama’s phone support team, Glen thought that a customer question-and-answer system could improve the online shopping experience.

He was also confident that a social Q&A would have a positive impact on conversion rates and on organic search traffic. But he also knew the downside with some Q&A platforms was that many questions go unanswered, forcing the store staff to spend valuable time providing most of the answers.

And given their passionate customer base, Adorama anticipated lots of questions from gear-obsessed shutterbugs. “Until TurnTo, we couldn’t find a solution that allowed us to respond to customers’ direct questions without hiring an army of writers,” Glen says.

## THE SOLUTION

### TurnTo Community Q&A increased both customer engagement and SEO

Adorama decided to run a three-month trial of TurnTo’s Community Q&A platform. It enabled shoppers on Adorama’s website to ask a question directly from any product page. Unlike other systems, TurnTo Community Q&A uses a message-based approach that uses past purchase history to send the queries

directly to product owners. According to Glen, "Sending questions to people who actually own the item gets fast, credible answers. Because these answers come from consumers who have bought the product, the quality of the responses is high. They're often the expert because they own the product."

With Community Q&A, the answers are fast and frequent. The median time from when a shopper submits a question until they receive their first social answer is under an hour (including moderation).

At the end of the trial, there was unanimous agreement among Adorama's management team to keep the feature. "Our question was, 'Can we make social Q&A work on an ecommerce site?' TurnTo significantly beat our expectations," Glen says. "We were very impressed by the high response rates to the Q&A emails, especially without an incentive."

TurnTo Community Q&A delivered a broad range of tangible benefits: higher conversion rates, engagement of past customers, and a high volume of quality content.

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*—Glen Holman, CIO*

## ABOUT ADORAMA



Serving customers for more than 38 years, Adorama is one of the leading eCommerce sites in the photography and electronics industry and is also a major producer of original content for photo enthusiasts and professionals. Adorama is listed as one of the top five electronics retailers by Consumer Reports, "Best of the Web" by Forbes.com, Internet Retailers Top 100, and is the official Electronics Retailer of the NY Giants.



**2X**

as many questions

asked daily as reviews received



**12%**

click-through rate

from answer solicitation emails



**95%**

of questions

receive at least one social answer



**6**

social answers

for each question asked, on average



Next generation customer content

★ Ratings & Reviews

❓ Community Q&A

📷 Visual Reviews

🛒 Checkout Comments

To request a demo, call 800-491-7876 or visit [turntonetworks.com](http://turntonetworks.com)