

Sur La Table Serves a Full Menu of Customer Content with TurnTo

The gourmet kitchen retailer takes advantage of many different ways to collect and display helpful customer content.

“TurnTo helps us leverage all sorts of community content to help customers at many stages of their journey.”

Kevin Ertell
SVP Digital at Sur La Table

Online shoppers for gourmet cookware and kitchen items always encounter a uniquely helpful experience on Sur La Table. The retail chain’s website appeals to a culinary community of chefs and cooking enthusiasts with new and engaging social interactions, thanks to innovative products from TurnTo.

“Community is such a key part of the Sur La Table experience where passionate cooks connect with each other, and we knew there was so much more potential to engage our customers.”

Kevin Ertell, SVP Digital for Sur La Table

Here’s a look at how Sur La Table solved four key challenges: Getting the most out of ratings and reviews, engaging its community to answer shopper questions, gathering realtime feedback from buyers, and harnessing the power of customer photos and videos.

THE CHALLENGE

Getting more ratings and reviews while keeping content quality high

THE SOLUTION

TurnTo Ratings & Reviews

At Sur La Table, getting the most out of community content started with increasing the volume and quality of reviews. Sur La Table set out to further optimize their tried-and-true product reviews through optimized collection methods.

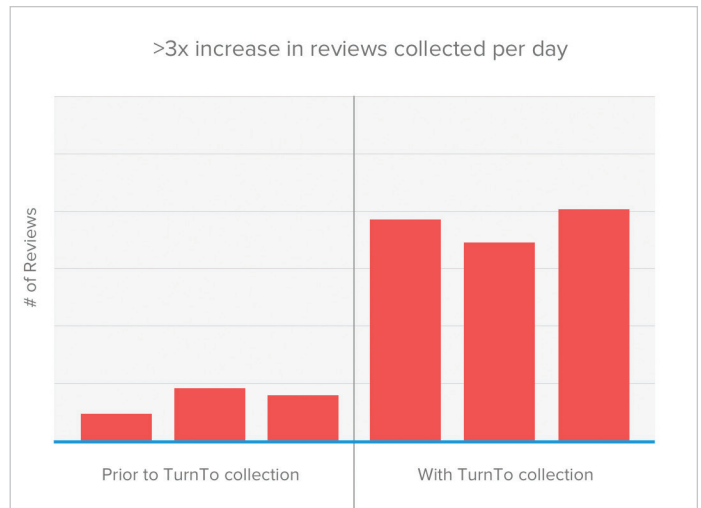
With years of experience establishing effective practices for review collection, TurnTo proved to be a key partner.

It didn’t take long for Sur La Table to see the benefits after switching to TurnTo. Among the benefits, TurnTo is effective at soliciting responses from a wider sampling of customers, which resulted in star ratings for products increasing from 4.1 to 4.5 stars.

**4.1
to 4.5**
increase in average
star rating

TurnTo's review solicitation emails to past customers include one-click automatic authentication, a streamlined collection path, an optimized design for mobile, and other touches that make it easy for customers to submit reviews.

“It's pretty amazing that we've tripled the number of reviews we received, pretty much immediately, when we turned on the more scientific email that's coming from TurnTo and all their research,” Ertell says.



THE CHALLENGE

Delivering fast answers to shopper questions right on the product pages

THE SOLUTION

TurnTo Community Q&A

Sur La Table shoppers naturally have questions about many of the products. At the same time, enthusiastic buyers were eager to share their knowledge.

TurnTo Community Q&A puts these advocates to use answering questions from their fellow shoppers. The introduction of customer questions and answers enabled Sur La Table to engage the community's shoppers and advocates.

When a shopper asks a question, TurnTo's system emails the question to past owners of the product asking them to help a fellow shopper. The response rates are high because only owners of the product are asked, and the request comes from a peer.

“I've just been blown away by how willing so many of our customers are to help other customers and to answer the questions,” Ertell says. “And they do it so quickly.”

Ninety percent of questions receive an answer, and the median time from when a shopper submits a question to when they receive their first social answer is under an hour.

Sur La Table team members can provide their own answers and moderate community answers as needed. But it's no surprise that fellow customers can answer questions with speed and breadth of knowledge that far exceeds staff answers alone. Now, shoppers researching a product can ask questions and, just as importantly, see questions asked by others and the answers provided by customers who already own the product, as well as answers provided by Sur La Table experts.

Do these scratch easily when washing? How have yours held up?
Jessica L on Sep 14, 2016

▲ Hide answers · Add Answer · I Have This Question Too (0)

☆ **Best answer:** I got two 20 piece sets about 15 days ago and cared for them the way I would any new set first to determine their durability. So far I've washed a set in the dishwasher and they came out fine. I do hand wash them most of the time and on occasion I wash them pretty roughly - so far, great! No scratching, discoloration, or rusting, even in hard water (didn't suspect they would rust, but never know with "forged" products). They feel nice, (heavy, but not unbalanced) and look great. I'm very pleased so far.
Reply · Inaccurate · paul p on Sep 14, 2016 · Purchased on Aug 22, 2016

☆ They've held up really well. No scratches, though they pick up finger prints really easy. So if I'm having company I give them and extra polish with a towel. Something about the matte finish I suspect.
Reply · Inaccurate · nichole M on Sep 15, 2016 · Purchased on Oct 30, 2015

☆ Have used them for several months and are pleased with how they have held up with both hand washing and the dishwasher! We love them!
Reply(1) · Inaccurate · Anne M on Sep 14, 2016 · Purchased on Jun 2, 2016

90%
of questions receive an answer

THE CHALLENGE

Making sure new items get customer content quickly, rather than lingering with no reviews

THE SOLUTION

TurnTo Checkout Comments

For all their benefits, Ratings and Reviews can take weeks to begin accumulating after a product goes on sale. And there's a demand for more "snackable" snippets of content that can be skimmed quickly.

The answer is TurnTo Checkout Comments. This feature asks buyers for a short piece of feedback immediately after purchase. Buyers are prompted with simple question, "Why did you choose this item?" Many of them are happy to leave a short answer, which is almost always a positive comment that validates the decision to buy the product. Response rates can exceed 30%, exceptionally high for a feedback solicitation. "It keeps the site much more lively with lots of comments from customers," Ertell says.

On average, Checkout Comments accumulate three times faster than reviews, and begin accumulating the moment a new product goes on sale.

"We have all sorts of content on the site right out of the gate. It's great for customers to get feedback from others customers so quickly and definitely shows the action different products are getting," Ertell says.

Sur La Table uses these short, positive responses on product pages and in other areas throughout its website. Sur La Table even uses Checkout Comments to produce a stand-alone page, branded as "Cart Talk," that shows a pinboard-style feed of real-time comments as they come in. According to Ertell, "This is consistently one of the top converting pages that links off our home page." In addition, it gives the Sur La Table team valuable merchandising insights into the products they sell.

CART TALK We've asked our customers to a purchase, and here's wh

Staub Le Grande Oven with Glass Lid, 7.4 qt.
Ray B 1 minute ago
My son wanted it.
Chad B 12 minutes ago
Price and quality
Linda H 14 minutes ago
I've been wanting to upgrade some of my cookware and, this was too good to pass up! Fantastic price!!
Mary S 19 minutes ago
I am giving it as a wedding gift to someone who loves cooking with cast iron. You can't beat the price and Staub is my favorite of the brands.
Marquise J B 22 minutes ago
I love Staub, and I love the quality of products at Sur La Table. I've never used a glass top for baking, but look forward to experimenting with the Staub Le Grande Oven. Great value at this price!

Myabi Kaizen Chef's Knives
Bennett M 10 minutes ago
Have a larger version- love it.
Makina G 2 weeks ago
Great knife useful for almost everything
Kurtiss S 2 weeks ago
heard of this knife long time ago, I bought it from another website two days ago, but I find your price is better.
Adele 2 weeks ago
Already have a Myabi Kaizen 6" Chef's knife, and I love it. It is my go-to knife for most cooking needs.
AN 2 weeks ago
Brand, quality, fit and finish, material

Shun Classic Chef's Knives
Brian K 17 minutes ago
They're awesome
Christina B 5 days ago
This was a gift, and they love it.
Jay R 2 weeks ago
gift
Susan H 2 weeks ago
Shun - The most wonderful Chef's knife. Purchased it for a gift for a lady who LOVES LOVES- LOVVVEEEEEEE IT!
Shelby T 3 weeks ago
It came highly recommended by the Kitchen knife guru. If you are unsure about what the difference are in these types of knives check out his website, extremely informative kitchen/knifeguru

Chef's Pocket Machine
Mary S 19 minutes ago
I'm hoping this will make dumplings on easier endeavor.
pittid yesterday
time saving
Eric C 1 week ago
price is right and hope it works
Casey F 2 weeks ago
I like making appetizers and this gadget will make perfect little hand held goodies.
Jaime D 2 weeks ago
Looks like an easy solution for pot stickers or ravioli

All-Clad Stainless Steel Casserole Pan with Lid, 5 qt.
Hal Dunes D 25 minutes ago

THE CHALLENGE

Engaging customers with more photo and video content.

THE SOLUTION

TurnTo Visual Reviews

It's no secret that mobile users have overwhelmingly embraced photo and video content. For these shoppers, TurnTo offers a powerful new way to gather visual content.

Visual Reviews adds a set of user-friendly photo and video features to the customer content experience. On Sur La Table, customers love showing off photos and videos of products they've bought—and meals they've cooked with Sur La Table products—and shoppers can see the pictures and videos that accompany reviews on the product pages, as well as on custom visual galleries and pinboards. It adds a personalized, authentic element that goes miles beyond regular brand photography. And it's well suited for mobile shoppers, since visual review collection connects directly to smartphone cameras and photo libraries.

“Some people love to take pictures of their food,” Ertell says. “It’s a great creative outlet for our cooks and a great way for other cooks and other people shopping with us to see the amazing things you can do with the products.”

And finally, adding visual reviews actually increases the number of reviews on the site, because it offers another way for customers to share content. TurnTo’s unique visual-first submission flow can generate an increase in photo submissions of up to 400%.

★★★★★

Awesome Pizza

June 19, 2016
BBC

Makes awesome pizza. I'm not gonna lie I hated this at the beginning. The paddles warped after one use and are junk. Now I used my pizza peel. The first couple pizzas stuck horribly and I burnt one badly. I guess after that the stone was seasoned. Now nothing sticks and makes the most wonderful crust. Near brick oven quality. It is so much better than my oven pizza stone. With my oven pizza stone the crust was never like pizzeria pizza, but this gets it right. I added a picture of a wonderful Hawaiian Pizza with prosciutto, caramelized pineapple and a spicy honey pineapple juice sauce drizzled on top and a traditional sausage and pepperoni pizza. This thing gets hot too about 500 on 1, 550 on 1.5, 600 on 2, 650 on 2.5, 740 on 3.

400%
increase in photo submissions

The Bottom Line

With the TurnTo Suite, Sur La Table has been able to reach customers in even more ways, and deliver an even more engaging and illuminating shopping experience. With Ratings & Reviews, Community Q&A, Checkout Comments, and Visual Reviews all working together, Sur La Table was able to offer a far richer experience.

“We are developing an even deeper relationship with our community, and helping new shoppers learn more about what we have to offer,” Ertell says. “It’s positive for everyone, from the repeat customer leaving reviews and answering questions about cooking, to the person visiting our site for the first time.”

ABOUT SUR LA TABLE

Sur La Table

Since opening its first location in Seattle’s Pike Place Market in 1972, Sur La Table has grown to over 100 stores across the United States as well as a catalog and IR500-ranked online store. Sur La Table prides itself on an unsurpassed selection of exclusive and premium-quality goods for the kitchen and table and helpful, knowledgeable employees who love cooking. More than just a store, Sur La Table is a place to learn, with an emphasis on educating customers about culinary arts and cooking classes available in many locations.

ABOUT TURNTO

TurnTo is the fastest-growing provider of customer content solutions to top merchants and brands. With a unique suite of four innovative products that work beautifully together – Ratings & Reviews, Community Q&A, Visual Reviews, and Checkout Comments – TurnTo produces more content of more different types, delivering greater conversion lift, better SEO, and deeper merchandising insights.



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

TurnTo is the fastest-growing provider of customer content solutions to top merchants and brands. With a unique suite of four innovative products that work beautifully together – Ratings & Reviews, Community Q&A, Visual Reviews, and Checkout Comments – TurnTo produces more content of more different types, delivering greater conversion lift, better SEO, and deeper merchandising insights.