

# Lamps Plus outshines its competitors with enhanced customer content.

The nation’s largest specialty lighting retailer offers thousands of different designs online and utilizes TurnTo’s complete product suite to provide the ultimate customer experience.

*“We chose TurnTo because we knew the company’s approach to obtaining reviews was best-in-class. When we implemented the solution, we saw an increase of over **200%** in the number of reviews that we were receiving.”*

Angela Hsu  
Senior Vice President, Marketing and eCommerce at Lamps Plus



## THE CHALLENGE

Providing customers with detailed information for purchase decisions.

## THE SOLUTION

Community Q&A and Visual Reviews™



In order to brighten up its product description pages and offer an illuminated experience for customers, Lamps Plus utilizes TurnTo’s Q&A application. Since installing Q&A, Lamps Plus has been able to update product pages to provide specific details for future customers from current customers.

*“Q&A provides us with an unprecedented level of feedback about our products that we didn’t previously have,” Hsu says.*

Additionally, Lamps Plus was able to insert real customer photos directly to the product description pages by utilizing Visual Reviews™. In using this feature, prospective customers visualize or picture what it will actually look like in their own home. These pictures allow customers to understand the size and color of a chandelier or lamp to compare with other products in their home.

“Everything from the scale of a product, how it fits in a space and how a product’s lighting affects the mood of the room are best understood through pictures and video and that is exactly what TurnTo’s Visual Reviews™ does for us,” says Hsu.

## THE CHALLENGE

Ensuring customers receive expert answers.

## THE SOLUTION

With the TurnTo Community Q&A application, customers can answer other customers' questions. Lamps Plus customer service also can provide insight within 24 hours to ensure customers get the best expert input.

"We make it a priority for customers to see that we are responsive and are experts that can help them with all their lighting decisions," Hsu says.

## ABOUT LAMPS PLUS

# LAMPS PLUS®

Family-owned and operated, for over 40 years Lamps Plus has been a leader in the retail lighting industry. Established in 1976 and headquartered in Los Angeles, the company is the nation's largest specialty lighting retailer, operating a thriving e-commerce business, along with more than three dozen locations in the western United States.

## THE CHALLENGE

Providing guidance based on common customer inquiries.

## THE SOLUTION

Lamps Plus collects customer-generated content across each of its applications in its TurnTo suite and uses the content to create a dynamic buying guide. The buying guides include useful information for potential customers; incorporating videos and articles that answer common customer questions in a broad range of categories.

## The Bottom Line

By using every feature in the TurnTo suite, Lamps Plus has easily generated a high volume of customer-generated content. This insight has provided valuable feedback for the company to make changes to its inventory, but also has created impactful product description pages that increase customer buying confidence.



# 20%

increase in  
organic site traffic

for TurnTo clients utilizing  
Community Q&A\*



# 3-5x

more content generated  
than traditional reviews

with Checkout Comments™\*



# 90%

of all questions received  
at least one answer

for a total of 11,500  
community answers\*



# 78%

of customers are likely  
to share photos using  
Visual Reviews™

which is more than any other  
type of digital content\*

\*TurnTo proprietary research study; data is based on all TurnTo clients.



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)

TurnTo provides the next generation 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.