



SitStay.com: BRINGING INNOVATION ONLINE

CUSTOMER

SitStay is one of the world's premier dog and pet supply products vendors online, serving consumer customers around the globe. The company's Web site, SitStay.com, provides access to more than 5,000 products and allows customers to both research and shop for products online. SitStay.com integrates video, consistent imagery, and page layout which maximizes the ability for users with different abilities to make use of their site.

CHALLENGE

The SitStay.com architecture had remained virtually untouched since its initial launch in 1996. By 2006, the site lacked a consistent look and feel, and did not merchandise products effectively. This was confirmed by surveys, which revealed that customers had difficulty exploring SitStay's products and information.

SOLUTION

eGlobal Guided Search powers SitStay's redesigned Web site, spanning the delivery of information for product description, manufacturer, price, specials, discounts, and new arrivals on the site easily for customers.

KEY BENEFITS

- 76% increase in visits to product
- 42% improvement in conversion
- Increased customer satisfaction
- Reduced customer service hours
- Integrated WebSphere Commerce plug-in removing the need to keep multiple products synchronized

SitStay.com is one of the most customer friendly dog supply providers in the world. Wanting to create an online experience that reflected their dedication to customer service, the company turned to eGlobal Guided Search to power their WebSphere Commerce Web site.

The results: A significant increase in traffic to product details pages, an almost 50% increase in conversions, and a Web site that reflects SitStay.com's commitment to quality, performance, and ease of use.

Serving a broad spectrum of customers and needs

SitStay.com serves a wide variety of visitors, all with different goals in mind. Many are interested in researching products before purchasing their products from SitStay.com online. Others come looking for information on past purchases. Still others come at the direction of friends or family through the Wish List feature; allowing registered customers to send groups of products via email that provide direct links into a user's wish list.

By 2006, the SitStay team knew the Web site needed a change. SitStay.com was lacking some basic features that had become industry standards since the site's launch in 1996. For example, there was no effective way to navigate the site — the home page lacked a full featured search box — leaving customers to click through the category options as the only means for exploring the online content. For those who could actually find the "advanced search" mechanism buried within the site, their queries often returned results

that lacked relevance and provided little means for specifying their intent. Visitors were given no options to refine results based on content type, product, features, or any other attributes of the underlying content.

As a starting point for many SitStay brand purchases, the SitStay.com home page had other important fundamental challenges. It didn't feature any rules-based promotions to spotlight products or help visitors with purchase decisions. And once visitors navigated beyond the home page, each section had a different look and feel, and visitors weren't certain how to find products, specials, or specific product families.

Analyzing the impact

In 2008, SitStay kicked off a project to redesign their Web site and bring it closer to the experience found on leading eCommerce sites. The company analyzed the performance of the site and conducted customer surveys, which confirmed that search, navigation, and organization were the most significant drivers of visitor dissatisfaction. In

many cases, it was causing visitors to finish their ordering on the site before reaching the right information or product to purchase everything they wanted or needed.

"If people didn't have the exact name or category for a product they probably weren't going to find it. This obviously wasn't the brand experience we wanted to deliver," said Kent Krueger, Vice President - Direct to Consumer.

This situation had real business implications. If visitors didn't have a positive experience, SitStay risked those visitors leaving the Web site and possibly purchasing from a different site. The company needed to maximize the effectiveness of the site in converting every new visitor into a SitStay customer, and to help existing customers locate the best information and maintain their loyalty to the SitStay brand experience.

Innovating online

SitStay chose the eGlobal Guided Search for WebSphere Commerce to power their site's new online experience. The solution is built on IBM WebSphere Commerce (their eCommerce platform), and can access both the structured data and unstructured information (PDFs, HTML pages, videos, etc.) that visitors needed to explore in order to complete their purchase and enjoy their experience.

Another key requirement for SitStay was the need to support customized views to support SitStay's additional product data on specials, manufacturers, synonyms, and product spelling variants while maintaining a high level of performance, and not require a large amount of effort to manage and support. In other words, minimal custom code. "We needed a technology that could deliver an industry-leading online experience, required minimal support from our



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SEARCH FOR Match Any Match All

51 items found for "salmon"

Search Suggestions: [Yummy Chummies Salmon Treats, Bacon Flavor, 4 oz.](#) | [Kronch Salmon Oil](#) |

Page 1 of 6 « Previous 1 2 3 4 5 6 Next » Page Size: 10 Products

Sort By: Default Sort | Relevance ▼ | Name | Price

	Product Name	Price
	WildSide Salmon, 3 oz. EDWS03 100% Wild Alaskan Salmon. Freeze dried to retain the nutrition and eliminate moisture. A great high protein, low fat ...	\$6.20 Add to Shopping Cart
	JUMBO WildSide Salmon 4 oz. EDWS04 Same great freeze dried salmon treat we all love but in larger pieces. Each piece is about 3/4 of an inch square. The freeze drying keeps all the ...	\$9.80 Add to Shopping Cart

Category

- Addiction(2)
- Beef / Buffalo(4)
- Before Grain(1)
- Canned(3)
- Cat Books(1)
- Cat Supplements(2)
- Cat Treats(3)
- Chicken / Turkey(3)
- Dry(6)
- Fish(19)
- Homestyle(1)
- Organic(1)
- Orijen(1)
- Prairie(2)
- Tripe(2)

IMMEDIATE RESULTS: After SitStay launched the new Guided Search-powered SitStay.com, customers were able to find information more easily, increasing conversion rates 42%.

team, and scales to support the long-term growth of our catalog and product level information," said Krueger.

Results

SitStay originally launched the first phase of the new Web site in 2007, with software as a service from SLI Systems to support their guided navigation function. Over time it became obvious that adding new features and having a tighter integration with their WebSphere Commerce platform was turning out to be cost prohibitive. SitStay then turned to the eGlobal Guided Search for WebSphere Commerce. The improvement in allowing range pricing, rich descriptions and the current product discounts had immediate results. Conversions increased, customer satisfaction improved, ease of use was enhanced, and much more cost effective use of their WebSphere Commerce investment.

The future: Social eCommerce

The next phase will bring Guided Summarization and custom catalog views to the additions for loyalty, reviews, and social commerce initiatives of SitStay.com. The goal is to deliver a consistent customer experience for throughout the Web site, including foreign-language versions, all powered by eGlobal Guided Search.

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