



Obesity Research Institute

CASE STUDY

“Not only has SmartSell Online generated additional revenue for us, but West Direct’s management continues to maintain close contact with me and my business to ensure SmartSell Online is performing at optimal levels at all times. West Direct’s account management is proactive, consultative, and most of all, understands our business.”

Henny den Uijl
Manager

Obesity Research Institute

OBJECTIVE : Develop a New Revenue Stream

Obesity Research Institute, a leading marketer of herbal diet and weight-loss supplements, was looking for a solution that would create a new revenue stream via their web transactions. They wanted a solution that would offer their customers’ products or services that reflected their specific interests. The solution would have to ensure customer satisfaction and enhance their relationships with their customers.

After evaluating a variety of vendors, Obesity Research Institute chose West Direct’s SmartSell Online® upsell solution for their program. Obesity Research Institute based their decision on their past successes with West Direct, as well as West Direct’s proven infrastructure and innovative solutions.

THE WEST DIRECT SOLUTION :

SmartSell Online

West Direct immediately deployed SmartSell Online to help Obesity Research Institute make the most of their customer transactions via the web. Obesity Research Institute processes nearly 5,200 transactions over the web each month. At the end of each online transaction, customers are linked to SmartSell Online, where the “engine” then went into action and determined the best upsell offer for that particular individual. SmartSell Online’s decisioning engine is a combination of intelligent, real-time decision processing with an extensive database of consumer purchase history. The decisioning engine allows SmartSell Online to analyze and match Obesity Research Institute’s customers’ attributes to a database containing the purchase history of over 40 million consumers. By deploying SmartSell Online, Obesity Research Institute was insured customers were offered the right product, at the right time.

All orders were monitored and member communications were managed, including fulfillment, billing and post transaction customer service. West Direct maintained multiple vendor relationships to provide Obesity Research Institute with a wide variety of products and services. The upsell offer featured premium incentives, including: purchase rebates, name brand gift cards, free magazine subscriptions and future shopping rebates.



THE RESULTS: An Additional \$2.50 Per Web Order

Since implementing SmartSell Online to their websites, Obesity Research Institute has added an average of \$1.50 to \$2.50 per order, which has gone directly to their bottom line. Through SmartSell Online, West Direct presented a maximum of two upsells per customer, and delivered a 19% conversion rate on the first offer and a 32% conversion rate on the second offer.

SmartSell Online has given Obesity Research Institute a unique opportunity for new revenue streams. There are practically no costs associated with SmartSell Online; therefore, there is virtually no risk for Obesity Research Institute. In addition, SmartSell Online not only provided Obesity Research Institute with a unique way of enhancing the lifetime value of their customer relationships, but West Direct continues to ensure that each customer's experience reflects the same high-degree of quality and service they expect from Obesity Research Institute.

WEST DIRECT:

A Premier Provider of Customer Contact Solutions

SmartSell Online is a service of West Direct Inc. We offer a complete suite of agent and technology-based customer care and customer acquisition solutions designed to help companies maximize the value of every customer interaction. Our services include agent, automated and Internet solutions. West Direct Inc is a subsidiary of West Corporation, a leading provider of outsourced customer contact solutions.



For more information about SmartSell Online, call:

800-862-1000

or visit us at smartsellonline.com