

## Product Selection Tool Helps Drive Customers to Pick, Choose and Buy

### CHALLENGE

A leading computer retailer relies on its web site as a significant source of revenue for two of its core brands. Yet complex navigation, search and checkout processes caused a large percentage of shoppers to abandon the site prior to purchase, and the retailer was experiencing significant drops in conversion rate and costly customer service calls as a result.

### APPROACH

Guided by extensive customer research, Molecular re-designed the navigation and layout to create a buying path consistent with the way customers locate and purchase products. At its centerpiece, the site includes an innovative “product selection” tool that enables customers to try out various product configuration options based on multiple criteria, such as brand, price and technical specifications. The team also created a new visual design to provide a contemporary feel and reflect the current direction of the retailer’s brand. Access to the site was consolidated, and improvements to the shopping cart and checkout process were implemented to reduce barriers to conversion.

### BENEFITS

- Powerful navigation and search features streamline access to products and information, increasing conversion rates and average order size.
- Increased satisfaction with locating product information and the checkout process reduces abandonment rates and drives revenue.
- Cross-sell and up-sell opportunities on product pages and within the cart allow customers to see complementary items at the moment of purchase, creating incremental revenue opportunities.



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Molecular, an Internet consulting firm, designs and builds digital solutions to help companies increase revenues and decrease operating costs. Since 1994, Molecular has directed successful Web initiatives for the nation's top companies, including The Finish Line, Inc., Fidelity Investments, MFS Investment Management, Hewlett-Packard and Talbots.

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