

GUIDING CUSTOMER EXPERIENCES
INTELLIGENTLY!

Webcom Presentation
22.10.2009

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GENERATION

**Case Study - Corbeil
Electroménagers launches a new
E-Commerce web site that
innovatively empowers the
purchase experience and provides
human-like expert guidance for
their customers**



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ABOUT CORBEIL



A few facts:

- THE appliance specialist
- Founded in 1949
- Second store in 1990
- Third store in 1996
- Acquisition by Cantrex Inc (1996)
- Create a large network of franchised stores
- Over 30 stores now

CHALLENGE OF E-COMMERCE TODAY

Imagine a real store where:

- You need to know the exact spelling of things to be told where they are
- When you ask for something, you receive either nothing or a wall full of products
- Nobody can tell you anything which is not already written on the box
- You have to go back to the entrance every time you search for something else



Would you ever return to this store?

E-COMMERCE AND DEAD-ENDS

- The navigation time doesn't matter a lot on a site
- The number of required pages to reach the goal doesn't matter either
- What matter is the « linearity » of the process
- The capacity of a site to guide and reassure the customer
- Its capacity to minimize « dead-ends »
- **Search engines are, unless very well configured, to avoid**

*Jacques Nantel – HEC Montréal
(4-170-00 - Marketing Électronique)*



THE CURRENT SEARCH EXPERIENCE

“You cannot sell a product if your customers cannot find it. In our usability study of 20 big websites, our users had a success rate of only 64% in searching for - and finding - what they wanted.”

*Nielsen Norman Group Report
E-commerce User Experience:
Design Guidelines for Search*



THE GOOD PURCHASE EXPERIENCE

A positive purchase experience must be:

- **Intuitive** → I know what to do
- **Comprehensive** → It always makes sense
- **Rich** → I have many options at each step
- **Empowering** → I can learn everything by myself
- **Efficient** → I must get to what I want quickly
- **Personalized** → What I see makes sense for me personally
- **Complete** → I can find everything I need
- **Convincing** → I understand why I should buy and why now

CORBEIL – THE MOTIVATIONS

A high expectation:



“Nos clients sont habitués à un service de très haute qualité en magasin et ils ne s’attendent pas à moins sur Internet.”
– Corbeil Electroménagers

A high challenge:

Buying a fridge is not like buying a book:
it is a much more important purchase.
We must be very convincing!

THE RESULT (DEMO)



The only **TRUE** specialist

[My account](#)

[My cart](#)

[Français](#)

[Login](#)

- WELCOME
- PRODUCTS
- PROMOTIONS
- MAGAZINE AND TIPS
- SUPPORT / FAQ
- ABOUT US
- CONTACT



What are you looking for today ?

Try: "big coffee machine"



fridge |

SEARCH >

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- PRODUCTS**
- ▶ Brands
- ▶ Cooking Products
- ▶ Refrigerators
- ▶ Dishwashers
- ▶ Laundry
- ▶ Range Hoods
- ▶ Small Appliances
- ▶ Coffee makers
- ▶ Freezers
- ▶ Air Conditioners

- fridge (77)
- fridge freezer on bottom (29)
- fridge freezer on top (22)
- fridge freezer on bottom & french door (9)
- fridge all-refrigerator (2)
- fridge side by side (2)
- fridge all freezer (1)
- fridge side by side (1)
- fridge bottom freezer (30)



CHANGE ROOM : **LAUNDRY** KITCHEN

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CORBEIL PURCHASE EXPERIENCE

The Corbeil's purchase experience is now:

- **Intuitive** → *I DON'T EVEN NEED TO KNOW WHAT TO TYPE*
- **Comprehensive** → *SIMPLE AND STEP-BY-STEP*
- **Rich** → *I CAN DEFINE AND REDEFINE ANY CRITERIA*
- **Empowering** → *IT IS 100% VISUAL*
- **Efficient** → *IT SUGGEST THE QUICKEST PATH*
- **Personalized** → *IT KNOWS ME FROM MY 1ST SEARCH*
- **Complete** → *IT SHOWS ALTERNATIVES AND COMARAISSONS*
- **Convincing** → *I KNOW WHY I NEED IT*

UNIFYING WEB TO AGENT SUPPORT...

REQUEST TREATMENT

Let your customer service agents benefit from a full diagnostic of the customer online behavior prior to sending his request, enriched with personalized recommendations!

The screenshot shows a web interface for request treatment. It features several sections with callouts:

- Treatment Result**: A button at the top right.
- Selected products**: A callout pointing to a list of products under "Displayed elements": Microwave LG (opened) and Microwave GE (opened).
- Customer Information**: A callout pointing to the "Customer informations" section, which includes Name: John Doe, Mobile: +1 123 3454 6899, E-mail: john@doe.com, and Address: 123 sideways street.
- Used Search Criteria**: A callout pointing to the "Search history" section, which shows a search for "Cheap Microwave" with filters: Filter 1 (Price: Cheap) and Filter 2 (Category: Microwave).
- Recommendations**: A callout pointing to a list of product recommendations on the right, including Micro-ondes, Whirlpool, and Panasonic.
- Search for similar products**: A callout pointing to a "SearchSolution" button.

The screenshot shows the Guidyu CEM 1.0 Administration interface. It features a "Member" tab and a "List" view. A modal window is open for adding a new filter, with the name "filter1" entered. The modal contains a table with columns for Container, Attribute, and Value, and a dropdown menu for selecting a value.

Container	Attribute	Value
Products, Produits	Type, Type	Built-in, Intégré
Products, Produits	Cooktop type, Type surface d	Smoothtop, Surface lisse

PERSONALIZED ROUTING

*Define routing rules to the right skills of your customer service departments directly from the search criteria of the customer request!
e.g.: Search for category A => department 1*

... AND MORE!

Refresh Reporting From: Aug 1, 2009 To: Aug 23, 2009 Language: fr

Term	Synonym	Frequency
celler	cavavin	4
congelateur	congelateur	3
congelateur	congélateurs	3
cuisiniere	cuisiniere	3
deshumidificateur	danby	3
faire froid	climatiseur	3
plaque	table	3
poele	cuisiniere	3
refroidir maison	climatiseur	3
refroidisseur	climatiseur	4
wirepool	whirlpool	3

Table Data Bar Chart

Refresh Reporting From: Aug 1, 2009 To: Aug 23, 2009 Submit Generate Keyword(s) Merge Keyword(s)

Keyword	Count
aspirateur (262)	356
aspirateurs (42)	
aspirateur central (30)	
aspirateur centrale (8)	
aspirateur dyson (4)	
aspirateur centri (2)	
aspirateur chariot dyson (2)	
aspirateur sans sac (2)	
aspirateurs chariot (2)	
sacs aspirateurs (2)	
bureaux d'aspirateur (2)	
miele	153
ensemble	111
samsung	92
induction	90
convection	67
deshumidificateur	67
electrolux	60
profile	51

Page 1 of 204 Page Size: 10 Table Data Pie Chart

CEM Accuracy Optimization

Self-Learning Monitoring

Refresh

Name	Type	Alterable	Value
from	DATE	true	Aug 1, 2009
to	DATE	true	Aug 23, 2009
attribute	STRING	true	priceEstimation

Generic Price selection Size selection

Category	Count	Percentage
expensive	177	15.3%
cheap	516	44.5%
medium	467	40.3%

Table Data Pie Chart

Real-time Statistics

LEARN MORE!

Learn more about the CEM technology behind this case study:

[*www.guidyu.com*](http://www.guidyu.com)

Read more about Artificial Intelligence and CEM:

[*www.sylvainpaillard.com*](http://www.sylvainpaillard.com)

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