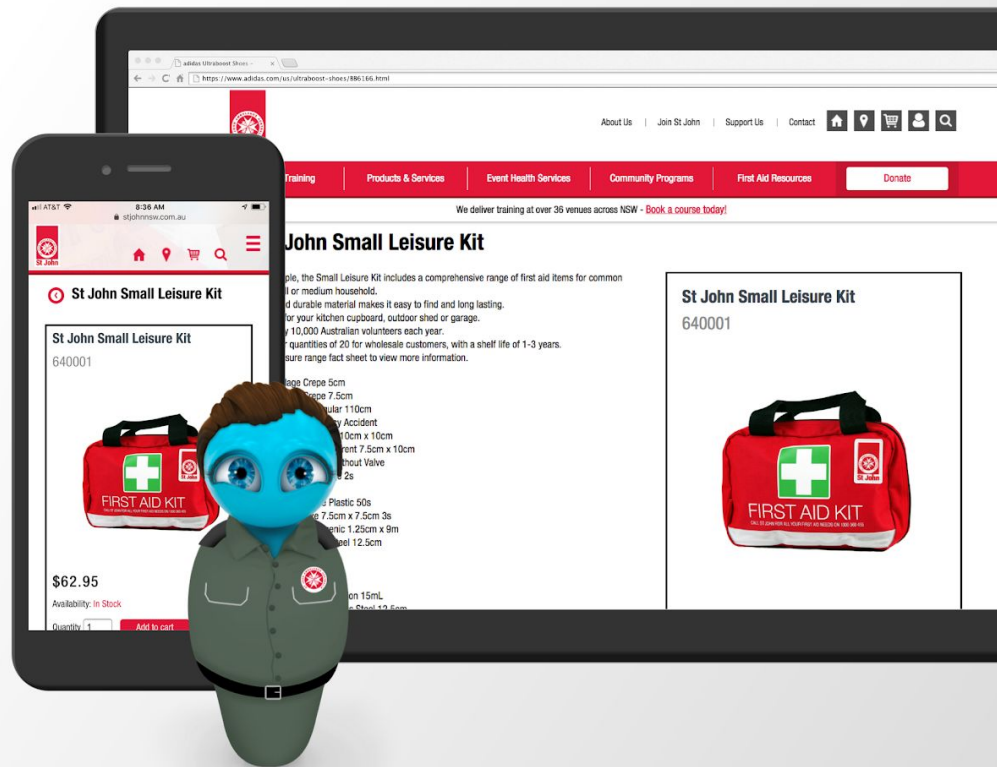


## Success Story

St John seamlessly refines their customer engagement process by teaming up with INSIDE



## Summary

St John Ambulance is a very well-established company, with over 135 years of presence globally. In 2015, the non-profit overhauled their website to increase their online presence as well as feature an online store to give customers the option to purchase online. In addition to ensuring their products and services are high quality and also increasing the brand recognition, they have turned to Powerfront to create an online storefront with seamless navigation and highly pinpointed customer engagement targeting. St. John's considers Powerfront a key partner in their enormous success since their site's overhaul.



## Challenge

As a self-funded non-profit organization, it's extremely vital for St John to generate revenue. Profits go directly back to the community- their motto is " we help people in distress and sorrow and sickness." Their income comes from two main sources, first aid training as well as first aid related products and kits so it's absolutely imperative that visitors have a seamless shopping experience online.

## Objectives

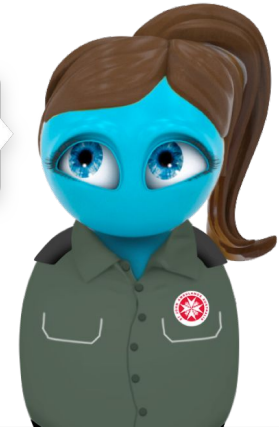
- ★ Ensure that the ecommerce site's interface is extremely user friendly, offers seamless navigation, and offers easily accessible customer support
- ★ Drive conversions for visitors displaying interest in their first aid training courses, products or services
- ★ Support year over year growth goals and offer high-level of service to customers
- ★ Empower customer service agents to interact with customers who may have questions about the first aid training courses, customers with an abandoned cart flag, and customers having issues finalising a purchase



This kit comes in a larger option

That's a better value. Thank you so much!

My pleasure! Enjoy the rest of your day



*"Powerfront is more customer focused, more refined, and also quite easy for a trained user to set it up, we do our promotions, our banners. We've got a small team here. So that's what set it apart."*

## Results

- ★ Increased customer loyalty. Average conversion rate of 18% using chat
- ★ Annual sales were \$900,000 in 2015. They are on track to do about \$5 million in first aid sales by the end of 2019. That's a 455% increase!
- ★ Fast time-to-value: Implementation and training was completed within three months
- ★ Chat has grown St John's sales incredibly fast and helped them surpass the industry average in 1 year





*"We find that when we proactively chat with our customers, the ones who do engage feel loyalty and we end up selling more to them. We also have other customers that just ask us quick questions and I think that customer engagement is key to our success. Once they come into our shop, that is where the advantages of using Powerfront (INSIDE), interacting with them and doing business with them, really helps us."*

Dilhan De Silva  
General Manager, Strategic Sourcing & Compliance  
St John Ambulance