



## Kyle Keehan

Senior Digital Marketing Strategist

Dedicated to the performer in dance, theater, and recreation, Capezio is the foremost name in their market. With more than 130 years of quality craftsmanship and timeless design to its name, Capezio is the brand of choice the world over.

To preserve its brand image, Capezio focuses on maintaining a high level of customer service. However, they were having difficulties with helping their customers track the shipping progress of their orders.

*I would absolutely recommend WISMOlabs. **We're loving it.***

*It's **very simple to start up and get going.** There's no learning curve. And, they won't stop using it once they start.*

*WISMOlabs has **exceeded our expectations.***

*...the ROI from using the system is anywhere between 5 to 1 and 15 to 1 depending on how the marketing engine is utilized. **Our tracking page is now a profit center for us!***

# CAPEZIO

## CUSTOMER

With more than 130 years of quality craftsmanship, dedicated customer service and timeless design to its name, Capezio is the brand of choice for athletes and performers, the world over.

## PROBLEM

High "where is my order?" call volume

## SOLUTION

WISMOlabs post-purchase order tracking system

## RESULTS

- Minimizes "where is my order?" call volume
- Increases revenue
- Delivers an outstanding ROI

## THE PROBLEM

In the e-commerce world, customer experience is everything. When a customer has a bad experience with a brand, especially with something as important as shipping, they are much less likely to conduct business with that brand again. This leads to a tarnished brand image and lost revenue.

Capezio's order-tracking process was like most other online retailers. After a customer places an order, the customer receives a tracking number for the shipping carrier. After getting the tracking number, the customer then enters it into the carrier's tracking website only to be greeted with the message that a label has been created for their order, but no shipping information is available. Then, the customer is instructed to check back later.

That's when customers call Capezio. "We would get 20 to 25 calls each day from frustrated customers asking us 'where is my order?'" says Kyle Keehan, Senior Digital Marketing Strategist at Capezio.

Capezio needed a solution that would make "where is my order?" calls unnecessary.

## THE SOLUTION

After seeing what the system could do, Capezio chose WISMOlabs as the solution to their problem. They quickly found out how the system revolutionizes the post-purchase order tracking experience.

Essentially, the WISMOlabs system creates a landing page that shows customers where their package is in the shipping process. The page contains three helpful information sections. The first section is a calendar that shows the expected delivery date. The second section is a map that displays exactly where the shipment is during transit. And, the third section lists the shipment's status as it is transferred from shipping facility to shipping facility.

The minute a tracking number is available for a shipment, the customer can see what the estimated date of delivery is. In many cases, **the WISMOlabs-generated tracking page is able to show where the order is and when it's going to arrive before the tracking label is generated.**

Capezio cares about presenting a consistent brand experience throughout all aspects of their interaction with customers. That's why WISMOlabs is a perfect fit for them. It's branded with Capezio's logo and has the same look and feel as Capezio's website. **The system is so integrated that customers feel that they are within the Capezio ecosystem.**

Moreover, the WISMOlabs system is designed from the bottom up to be ecommerce software agnostic. That makes it easy to integrate into any ecommerce website.

## THE RESULTS

Overall, the results that Capezio continues to enjoy are outstanding. Reducing “where is my order” calls was just the beginning. WISMOlabs exceeded Capezio’s hopes of creating a better customer experience by driving increased revenue and delivering an impressive ROI.

### WISMOlabs minimizes "where is my order?" call volume

The first thing that Capezio found was that fewer customers were calling customer service looking for their package. "Now that we're using the WISMOlabs system, we're getting 0 to 2 calls each day instead of 20 to 25," says Kyle. "WISMOlabs has almost eliminated our "where is my order?" calls.

Capezio now has a great tool that saves a significant number of man-hours that used to be spent responding to shipping-related calls. They are also able to maintain a better customer experience after the sale.

### WISMOlabs increases revenue

The process of prospecting to customers usually ends when they press the purchase button. However, WISMOlabs has opened a new marketing channel for Capezio. Now, when customers return to Capezio's website to track their order, they're presented with ads that feature current promotions, new products, and free shipping offers. Capezio is even able to test different offers to see which ones convert best.

Because the customer experience is so much better than tracking orders on the USPS and UPS websites, recent customers become repeat customers. "People who've made a purchase in the previous three or four days, and are returning to check shipping information, are clicking on our ads and they're converting," shares Kyle. "We're finding that conversion rate from our WISMOlabs tracking page is three times the average conversion rate!"

### WISMOlabs delivers an outstanding ROI

What WISMOlabs has discovered is that, on average, the ROI from using the system is anywhere between 5 to 1 and 15 to 1 depending on how the marketing engine is utilized.

Essentially, WISMOlabs does more than reduce the "where's my order?" call volume and increase revenue. In the short term it pays for itself. In the long term, it creates more loyal customers.

*The revenue we receive due to us using the WISMOlabs system far exceeds the cost of the product.*

**Our tracking page is now a profit center for us.**

*I would absolutely recommend WISMOlabs. We're loving it. I'd tell them to try it out. It's very simple to start up and get going. There's no learning curve. And, they won't stop using it once they start.*

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