

Proonto Case Study | The RIDGE

PROONTO



the **RIDGE**

Overview

Built on Shopify+, The Ridge is an Ecommerce-only, Men's accessories store. The Ridge Wallet, originally designed by a father-son duo, is a modular, sleek cash and card carrying wallet that not only reduces pocket bulge but also allows for easy access to one's essentials. Loved by modern men around the world, The Ridge is what many refer to as an **Ecommerce success story**, securing a massive market share in just few years since its launch.

Challenge

Most customers do not get the opportunity to see the product in real life before purchasing, resulting in a large number of **pre-sale questions** prior to purchase.

Lean team experiencing constant customer **growth**, The Ridge set out to find a more **personable** way of providing timely **sales assistance** to potential customers. Requiring a solution that could effectively **target** customers online through behavioral analytics and **engage** with buyers via during person-to-person conversations that reflected the brand vibe, The Ridge turned to Proonto. Since the beginning of 2017, Proonto has provided The Ridge with an end-to-end solution to identify sales opportunities and influence shoppers.



“ Proonto helped us deliver greater customer service and **increase conversion** by providing immediate answers and **education** on the product that people might otherwise not have understood. Our customers really value a person-to-person to contact in real time and we've had a lot of **positive feedback** from customers about our Proonto reps. Our internal support team really appreciates the **alleviation of e-mail** as it frees up more time to focus on higher quality support and spend more time on each actionable ticket. Proonto has really helped us **reduce the need** for a phone line and added a **much more personal** touch to our website.

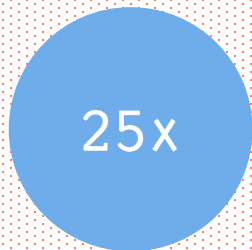
Daniel Kane, *CEO | ridgewallet.com*

Solution & Results

A/B testing conducted in 2017 showed that The Ridge website' visitors who saw Proonto's sales chat had a 29% higher conversion rate than the control group. and generated a superior 25x ROI.



Better Conversion Rate
A/B split tested result



Return on Investment

A screenshot of a customer feedback interface. It shows five messages from June 2017, each with a green smiley face icon. The messages are: "Client at Th***** Quick and helpful.", "Client at Th***** Nastassia was prompt and thorough answering my long list of questions about product weights, in-stock colors, and warranties. I really appreciate her guidance and for being a live person in customer service chat!!!! FIVE STARS FOR SURE!!!", "Client at Th***** She was very helpful and provided great information.", "Client at Th***** Great job helping today", and "Client at Th***** Natassia was great and very helpful. she needs a raise." To the right of the messages is a blue circular badge with the text "9.3 Customer Satisfaction".

June, 2017
Client at Th*****
Quick and helpful.

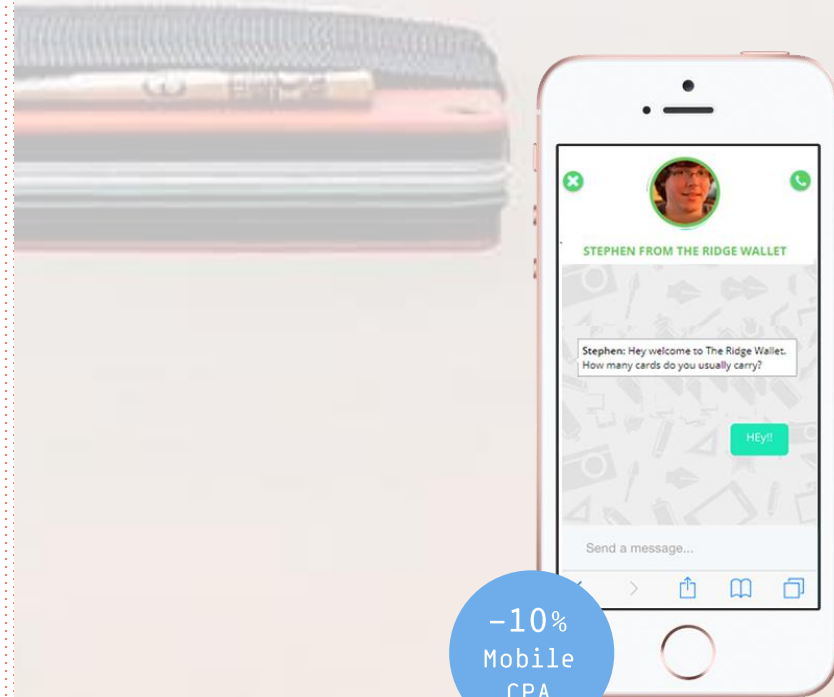
June, 2017
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Nastassia was prompt and thorough answering my long list of questions about product weights, in-stock colors, and warranties. I really appreciate her guidance and for being a live person in customer service chat!!!! FIVE STARS FOR SURE!!!

June, 2017
Client at Th*****
She was very helpful and provided great information.

June, 2017
Client at Th*****
Great job helping today

June, 2017
Client at Th*****
Natassia was great and very helpful. she needs a raise.

9.3
Customer Satisfaction



PROONTO

Proonto enables online retailers and brands to deliver their customers timely customer assistance that drives engagement, satisfaction and sales.

An affordable customer interaction turn-key solution designed for Ecommerce, Proonto empowers retailers to offer 1:1 conversations with customer pre and post sales operated by professionals reps with not just product knowledge, but also deep machine-assisted understanding of your customer state of mind.

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