



Shoppers who read customer Q&A convert 45% more often

eSpares is the UK's leading spare parts retailer. They help consumers find the right spare parts for their broken home appliances and their videos demonstrate how to fix it yourself. They sell more than half a million products from over 500 manufacturers, such as Dyson spares and Hotpoint spares.

In October 2008, they partnered with Bazaarvoice to launch customer reviews and Ask & Answer, which lets consumers ask questions and get answers that help them make purchase decisions. eSpares customer support or product managers chime in to answer questions, and other consumers give their feedback as well. In early 2010, eSpares saw that customer Q&A seemed to have a positive impact on conversion and average order value.

What we measured

From 12 March 2010 to 14 April 2010, we compared site visits of users who engaged with eSpares' Q&A functionality to visits of users who arrived at a product page and did not engage with Q&A.

Q&A readers convert 45% more often than those who do not read Q&A

Consumers clearly have a lot of questions when they consider appliance spare parts purchases. Visitors who engaged with Q&A content had a conversion rate 45% higher than those who did not engage with Q&A, indicating that consumers are finding the answers they need at the eSpares site.

Those who read answers also have a higher average order value

Those who read or interacted with questions or answers also had a 3% lift in average order value over the measurement period.

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Company Profile

www.espares.co.uk
London, England, UK
Retail

Bazaarvoice Solutions
Ratings & Reviews
Ask & Answer

Customer Since
2008

