

Case Study

DollarWise Oil

www.dollarwiseoil.com



Industry
Energy

Partner

iMedia inc.
612 Main Street
Boonton, NJ 07005
USA
www.imediainc.com

Chuck Titone
973.539.5255 x303
ctitone@imediainc.com

Background

DollarWise Discount Heating Oil is partnered with one of the largest and oldest heating oil companies in the northeast; HOP Energy. Operating locally, DollarWise is able to efficiently deliver home heating oil at discounted prices to numerous customers located throughout Connecticut, Delaware, Massachusetts, New Jersey, Pennsylvania, Rhode Island, and Vermont.

Goals

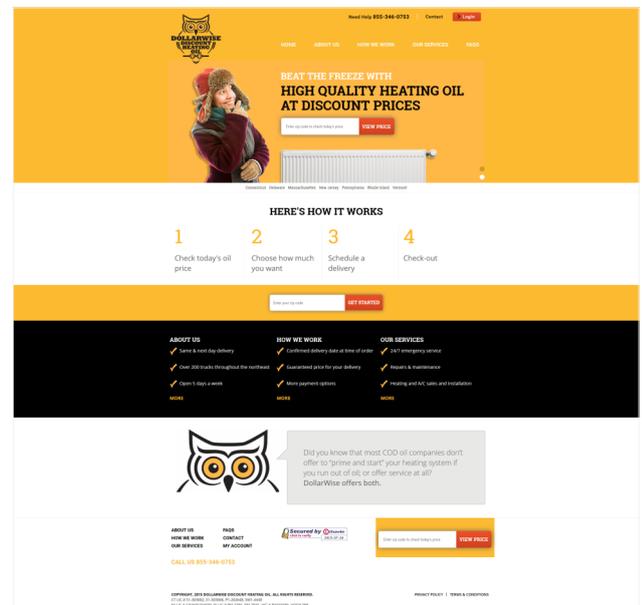
DollarWise Oil delivers discount home heating oil for its residential and commercial customers via an on-demand model. Users buy oil as it is needed, and because customers can manage the delivery of the oil themselves, they pay a discounted rate per gallon.

This market is extremely competitive, with thin margins. The goals DollarWise set were to create a compelling, easy-to-use online shopping experience that would convey brand trust and allow users to buy oil more efficiently. They realized that being a first adopter of direct buy online commerce in this market would be a differentiator. DollarWise also understood that by transitioning the purchase from phone order to the web would lower the cost of sale per gallon and drive up margins. The company wanted more users online, more users converting online, and a platform put in place to proactively market to these users.

Challenges

The original DollarWise site was built in a way that was not mobile friendly, and the brand image didn't convey the kind of trust and quality that DollarWise offered the market. Therefore, there was a clear need for a re-branding of the company.

The website was prone to error, buggy, and ultimately drove more people to call the support center to place an order than to convert fully online. Lastly, the site provided no way for the organization to learn the behaviors of the users. There were no tracking points of who abandoned their cart, what factors drive a purchase, how many users opened an email newsletter, and what do they do when they come online? These questions needed to be answered and acted on for a successful re-launch of the brand.



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Solution

iMedia created a new, easy-to-use, secure version of the DollarWise Oil site that would facilitate visitors in placing orders online, alleviating call volume to the call center. The design strategy incorporated DollarWise Oil's trusted brand identity with a new website design and better functionality that would transition seamlessly for users viewing the site on desktop or mobile.

Using Kentico EMS version 8.2, iMedia built an integration to DollarWise Oil's proprietary fulfillment system and implemented very specific and complicated business rules that protected properties such as: overfilling, limited the company's exposure to liability by detecting when an oil tank needed to be inspected for safety, adhered to local and state regulations, and honored guaranteed pricing for a specific window. iMedia used Kentico's EMS capabilities and customized it to not only send out shopping cart abandonment emails but also, in real time, pulled critical information from the fulfillment system to facilitate the abandonment flow.

Results

A month after launching, DollarWise saw a 21% increase in web sessions and 18% more gallons sold. The average session duration improved by 24%, demonstrating that customers are taking the time to go through the buying process online. Lastly, using Kentico's EMS to send promotional emails iMedia was able to track an 18% spike in the website's conversion rate, specifically from these emails.

Key criteria for selecting Kentico

- Kentico's capability to implement a highly maintainable, feature-rich platform
- Kentico's EMS features allow for smarter marketing campaigns and capturing customer data
- Extensible and customizable CMS that allowed for limitless customization

