



# Recorded Books

Distinction

ENTERTAINMENT  
AUDIOBOOKS

The project has reduced the cost of ongoing maintenance, increased online sales and given Recorded Books an online platform that allows them to engage better with their clients.

Session duration increased by

99%

## Background

Recorded Books is headquartered in the U.S. and operates internationally. It is one of the biggest names in the industry as it is the largest independent publisher of unabridged audiobooks. Recorded Books operates as a B2B business as it has a strong presence in the retail environment and supplies schools, libraries, and other institutions.

## Goals

The audiobooks industry, with its natural connection to technology, was following suit with the rest of the world and turning towards digital. In this fast-moving environment, an optimized website is essential to remain at the top of the game, which is why Distinction was approached by Recorded Books. One of the main points that was revealed from Distinction's discovery phase in the U.S. was a need for the Recorded Books site to be more user-friendly and have a better online offering. This led to the main aims of equipping the site with 'Recommendations' for users, improving the 'Search' function and streamlining the 'Checkout' process.

## Challenges

One of the main challenges was working with a client who is based in the U.S. This was overcome by flying a small team out to America to lead an extensive discovery phase. This ensured that Distinction could collect all of the research necessary, whilst there, to build the project on. This led to a great sense of who Recorded Books were and what they wanted from the project. The rest of the project was approached with frequent video conference calls and supplemented with physical visits, to ensure that Distinction was working closely with Recorded Books at all times to deliver the perfect website.

## Solution

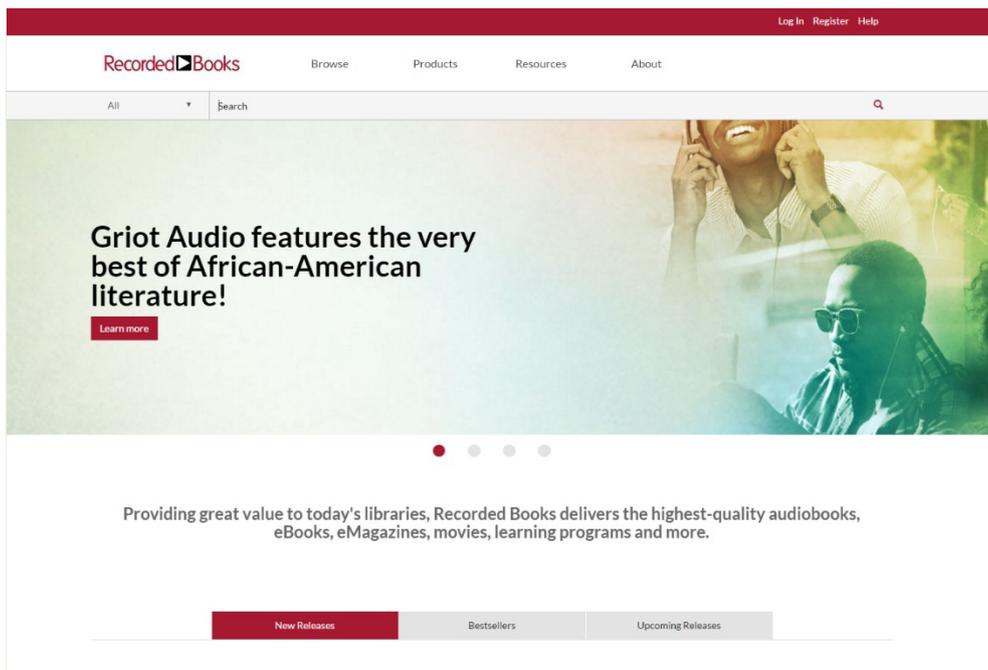
- After Distinction's discovery phase, they had many ideas as to how they could make Recorded Books' website more user-friendly. Every stage of the project had the customer in mind.
- Some of the features of the new site include a 'Recommendations' section (consisting of New Releases, Bestsellers, and Upcoming Releases) and a 'Recently Viewed Titles' feature, allowing users to easily find which books they are interested in. Each title has its own page that features essential information such as author, synopsis and audio previews. This allows the user to have all the information necessary to make a purchase. Users also have the option to create an account which is registered to their library, meaning that their experience of the site can be more personal.

*"This project was both very challenging and very rewarding. We put in a lot of work and came out with a great new website that has increased our online sales considerably."*



**Mike Trask**  
Director of Platform  
Development  
Recorded Books

- The e-commerce functionality of the site was improved— users can have an infinite shopping cart, meaning that they do not have to worry about saved items expiring. Transactions can also be completed in multiple currencies.
- Another notable feature that was implemented by Distinction was an improved 'Search' function. Suggestive search, advanced search, and pre-set searches were all incorporated to make navigation to different titles as easy as possible. Search results are also ranked by relevancy.



## Results

Since the website went live in April 2016, the new website has received (compared to October 2016):

- 10% increase in page views
- 99% increase in session duration
- 30% decrease in bounce rate
- 63% more pages per session

## Key criteria for choosing Kentico

- Kentico's strength in offering fantastic out-of-the-box e-commerce functionality, which can be relatively easily customized was a major factor in the decision. So too was the fantastic 24/7 support that is offered by Kentico.
- Customizable mobile layouts
- Solid and robust CMS platform
- Advanced device detection
- Ease of implementing responsive design



- Video and media library capabilities
- Easy to administer and take control in-house upon delivery
- E-commerce capabilities and extensive reporting

## Distinction

Distinction have been Kentico Gold Solution Partners since 2006, so they are one of the most experienced solution partners in the world.

They are one of the most experienced partners implementing and optimising Kentico EMS.

Their clients include Barclays, Pan Macmillan, EE, Unilever, and many fantastic small-medium enterprises throughout the UK, Europe, Australasia, and North America.

Distinction is an integrated digital agency helping clients achieve the full benefits of digital through a collaborative and integrated approach.

We're winners of multiple Kentico Site of the Year awards, including Best

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Mobile Website and Best Graphic Design.  
Get in touch to kick-start your next digital project.