



www.wavesound.com.au



Wavesound

Distinction

AUDIOBOOKS
E-COMMERCE

Distinction worked with Wavesound to create a website with a clear customer journey that is personalised to the user.

Background

Wavesound is the Australian subsidiary of Recorded Books and W. F. Howes, therefore it was necessary for us to create a site which mirrored the globally professional reputation of the company. The project took place in parallel to a website redesign project for W. F. Howes. As the home of large print, audiobooks, and digital services, it is unsurprising that there is a large number of products on the Wavesound website. This meant that the experience of the site and finding the correct product needed to be as easy as possible for the user.

Goals

Improvement of the user experience was the main driver of the project. Wavesound is in a competitive industry and a poor website experience makes it easy for organisations to fall behind. A personalised experience was one way Distinction could ensure that visits to the site were enjoyable for users. To do this, it was necessary to implement the functionality for users to be able to create an account and have a different experience of the site depending on their role—compare a librarian to a library visitor for example; both users would require something different from the site.

Challenges

One of the main challenges was that Wavesound is based in Australia. Therefore, frequent client contact was essential to ensure that the progress of the project was meeting the client's needs. This challenge was overcome with frequent contact with the client and daily conference calls. Additionally, when it came close to the site launch, it was necessary for the Distinction team to work hours which suited the Wavesound team in order to provide training so that the team could use Kentico to its full potential.

Solution

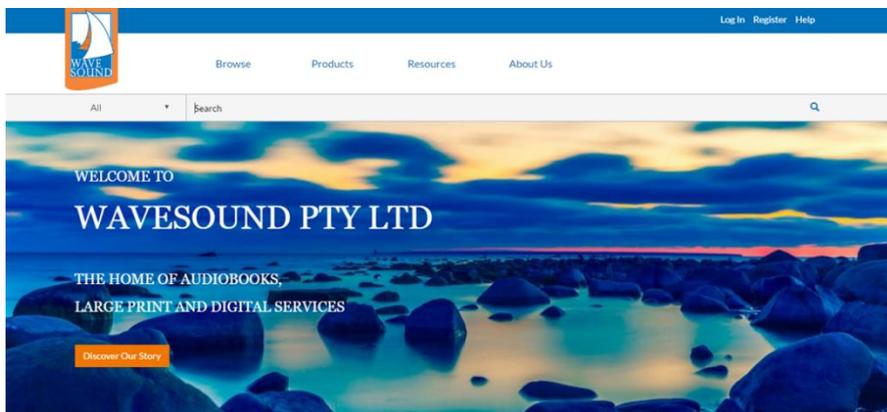
The project commenced with an in-depth discovery phase which was essential in order to understand the needs of the client and the users of the site. This was done with an extensive analysis of the site, as well as in-person and virtual workshops and meetings to get to know Wavesound closely.

One of the features which tailors the website experience to the user is the implementation of Recommended Titles, which are based upon editions that the user has previously viewed. Users have the ability to browse by genre, bestselling authors, imprints, and more. This makes the experience far better for the user, as it makes it easier to browse by section or find something specific.

"Distinction has worked professionally and with great commitment with our Project Team on a complex and challenging project to deliver two contemporary B2B websites for our W. F. Howes and Wavesound organisations. The websites have been welcomed by our customers, delivering smart functionality to enable them to view and order our entire catalogue of available physical and digital products more proficiently than before. In addition, it has benefitted the organisations and our internal resources with a number of time saving efficiencies regarding web order processing and administration. After the first two weeks since Go Live, the value of sales on both sites have exceeded the highest month in the previous 12 months."

Paul Bradley
EDI & IT Project Manager

In the interest of creating a platform focused on user experience, optimising the search function was essential to make it as easy as possible for site visitors to find what they are looking for. A search query now returns results which are accurately ranked by relevancy; this, combined with the implementation of suggestive search, means that users can now easily find what they need with the minimum amount of effort. As well as improved search functions and navigation of the site, the checkout process is now also far easier. Users can set a budget limit to their cart, which they are subsequently notified of, if they exceed it. Another beneficial option of the website is that users can save their carts and return to them at a later time to complete their purchase.



Results

Distinction has received fantastic client and user feedback for Wavesound's new website. The new design and functionality provide the optimal user experience. As it is a recent launch, there is not enough statistically significant data to share on the site, although the numbers are overwhelmingly positive. In terms of sales, the site averaged AUD \$3k in the first eight days since launch; the sales figures in the first two weeks since launch exceeded those of the best month in the previous 12 months for Wavesound.

Key Criteria for Choosing Kentico

Kentico's strengths in offering fantastic out-of-the-box e-commerce functionality, which can be relatively easily customised was a major factor in the decision, as was the 24/7 support offered from Kentico. Other reasons included:

- Advanced device detection and ease of implementing responsive design
- Easy to administer and take control in-house upon delivery
- Extensive reporting



- Ability to add custom elements. An example of this is that the site worked within the Kentico API using AngularJS. This allowed the capability to handle discounts in real time

s Distinction

Distinction helps forward-thinking brands to transform their businesses using digital platforms and technologies.

They're experienced throughout the B2B and B2C customer lifecycle, across many industry verticals.

For many of their clients they provide the full suite of digital services, and for others, they provide just a few to complement their existing expertise. Whatever they do, they create outcomes... not outputs.

distinction

4-6 Broadway
The Lace Market
Nottingham
NG1 1PS

Henry France
0115 7043011
<https://distinction.co.uk>
henry.france@distinction.co.uk