

CLIENT SUCCESS STORIES



A BRIEF CLIENT BIO

In 1982, when Patti Upton launched Aromatique Inc., she hit the fragrance industry by storm. Not only had she bottled the Smell of Christmas, a seasonal favorite, but she'd also created a brand-new category: decorative fragrances.

More than 30 years later and Upton's answer to potpourri is still strong. Instead of the traditional collection of dried flowers and wood shavings, decorative fragrances from Aromatique are rich and full-bodied. Beyond fragrance, Aromatique has also branched into candles, oils and difussers – a natural progression, to be sure.

PROJECT OVERVIEW

When Aromatique first engaged with NetSphere Strategies, the company was moving to the latest version of WebSphere Commerce with the goal of improving the customer experience. Its current site was cumbersome, hard to navigate and even more difficult to maintain. Because of the constant hurdles, it was a chore for staff to help customers to the degree in which they deserved. Rolling out a new product line practically required an act of Congress.

In addition to gaining advanced search capability, an automated fulfillment shop, integrated e-marketing and more, Aromatique ended up with a site that was much more manageable to maintain. Along the way, Aromatique also received unmatched service from the team at NetSphere Strategies – prompt and helpful, just like the type that was eventually afforded to each and every one of its own customers.

BENEFITS

Company execs were elated with a 20 percent sales increase thanks to a portfolio of website upgrades

Online promotions were offered to customers for the first time, with better-than-expected results

Overall navigation, flow and site layout was improved, reducing calls to the help desk

eSpots were considered key drivers for cross-sell and up-sell revenue generation

Simplified catalog navigation required less clicks to make a purchase decision