



Batteries Plus Uses Unica NetInsight® OnDemand to Gain Deeper, More Actionable Customer Insight

With NetInsight OnDemand, Batteries Plus can now more effectively manage inventory planning and create a significantly improved customer experience—both online and off

BACKGROUND

Batteries Plus is the largest retail and B2B chain focused on the battery category, serving over 1.5 million customers annually. As the leading single source supplier of national and control brands, custom built battery packs, and battery-related products, Batteries Plus has over 350 stores and a comprehensive online destination. It sells everything from common AA batteries to hard-to-find specialty batteries, and offers unparalleled selection, knowledge, and service for industries ranging from medicine to construction.

THE CHALLENGES

Batteries Plus had become dissatisfied with its previous web analytics solution, which delivered inaccurate information, was supported poorly, and was inflexible. Meanwhile, its web analytics provider was purchased by a larger firm, which informed Batteries Plus it would eventually have to migrate to an even more complex solution. Batteries Plus's leadership decided to investigate alternatives.

"When we did our side-by-side comparison, NetInsight OnDemand stood out in several ways," said Chris Beres, web manager for Batteries Plus. "First, while we're not the world's biggest site, we are growing. We were impressed by how willing Unica's customer service organization was to help support our growth. We knew our usage would evolve as our site evolved. They were willing to work with us on that – and without 'nickel-and-diming' us to do it."

Batteries Plus was also impressed with NetInsight OnDemand's flexibility. Said Francois Michot, web marketing analyst, "We asked about several complex scenarios where we'd want to know something specific about our visitors, and Unica was able to show us how to get the solution right on the spot,

right away, every time. None of Unica's competitors could match that."

THE SOLUTION

Unica worked closely with Batteries Plus to complete deployment, resolve issues, and go live, in just about two weeks. "The entire transition went surprisingly smoothly – all in less time than our old vendor took to answer a question," said Michot. One key to the rapid transition is NetInsight OnDemand's approach to data collection. Its light-weight JavaScript code, along with its administrative user interface (UI), simplify the implementation process by eliminating unnecessary upfront hard coding of business logic. "Unica provided us clear information for incorporating new tags, and doing so was not only very easy, but very fast."

"Our web designer uses NetInsight OnDemand; our vice president has access to it, and they both see its power compared to what they had before. It's just night-and-day better. I'm responsible for creating reports, and I rarely need support. I can submit my reports to executives in full HTML, or any other way they want – and I can generate new reports right away. With the old system, continued Michot, I had to manually review each report, and email people one at a time. Now, I can just create a custom report dashboard, and my reports are generated and delivered – automatically."

THE RESULTS

Accuracy That Batteries Plus Can Rely Upon

Before implementing NetInsight OnDemand, Batteries Plus had serious concerns about the accuracy of its analytics data. "We would pull reports from one area that would completely contradict what we were getting elsewhere," said Beres. "When it came to tracking revenue," Michot added, "we concluded that our web analytics data was only 30-40%

OBJECTIVES

- Get accurate, reliable, timely information for decision-making
- Help customers consistently find the right product in the right channel
- Become more proactive and strategic about long-term decision-making
- Use web analytics to support business growth and change
- Control costs in areas ranging from web analytics to affiliate compensation

RESULTS

- Data accuracy raised from 35-40% to 95-100%
- Improvements in site features, product selection, and merchandising
- Reporting automated and simplified
- Reduced franchise sales compensation costs
- More actionable information for locating new franchise stores
- Strategic insight for future projects such as mobile application development

correct – and our previous vendor said the problem could not be fixed.” “Unica was determined to make sure it was right,” said Beres, “and our dedicated technical account manager took the effort to make sure of that. Now, our revenue information is consistently 95-100% accurate,” said Michot. “For us, that’s obviously a huge positive.”

Understanding Everything That Happens on BatteriesPlus.Com

With the accuracy problem solved, said Michot, “our goal now is to understand everything that happens on our site. If we can do that, we can begin providing solutions that increase conversion rates, both for our online e-commerce site and for our franchised stores. We can make it far easier for customers to find what they want, whether they prefer to shop online or in a local store.”

“Before we implemented NetInsight OnDemand, this was impossible. For instance, we might know we’d made a sale to a customer that reached us by using the keyword ‘Batteries Plus.’ But to get more detail about that visitor’s behavior was impossible. Now, we can segment our affiliates and reliably determine exactly who was responsible for that sale, through the use of NetInsight OnDemand built-in web behavior data mart.” This detailed referral information doesn’t just help Batteries Plus track customer behavior:

it helps the company manage its affiliate program more effectively. Using this information, the company uncovered purchases that were actually being made by Batteries Plus’s own customer service representatives, but were being incorrectly credited to affiliates.

Since Batteries Plus makes most of its sales through franchised stores, its site must help customers find those stores quickly and easily. “If customers aren’t finding us, that becomes a big problem, really fast. Now, we can precisely track all of that. We can also measure how many people are visiting from a DMA where we don’t have a store. Our franchise sales group can use that information to target new locations, and pursue new franchisees where they’ll be most profitable.”

Proactive Tracking of Visitors Using Nontraditional Devices

Thanks to NetInsight OnDemand’s flexibility,

Batteries Plus can become more proactive in making key strategic decisions about its site. For example, the company is already leveraging NetInsight OnDemand’s web data mart to understand usage patterns from traffic generated by next-generation mobile devices and entertainment systems such as the iPhone, Blackberry, Wii, PS3, hand-held gaming devices, and netbooks.

“To decide how we should approach mobile applications and sites, we’ll need to understand what our mobile users expect from us. For example, will they want to shop online, or to find local stores? We’ve built reports that give us the information we’ll need to make those decisions.”

“Our previous solution might have been able to filter iPhone users based on browser, but that’s about it – and the same was true for the demos we saw from some of Unica’s competitors,” said Michot. “But what if we wanted to know who purchased? Or how many visitors came from a specific site? Using NetInsight OnDemand ‘sticky filter’ feature, I can find out anything I want to know about this segment – or any other segment. The possibilities are endless.”

Learning from Failed Searches

“We’re definitely a product-focused company,” said Beres. “We need to have what people want, when they need it. That means understanding exactly how our site search features are performing. Using NetInsight OnDemand, we can track searches that list products available on our web site, searches that list products that are only available in our stores, and ‘failed searches’ for products we don’t have at all.”

“Based on this, we’ve made business decisions to add products online, such as batteries for iRobot’s Roomba and Scooba household robots. The additional information is helping us improve our offline merchandising and product selection, too.”

“We can also understand whether we’re losing customers based on how we’re presenting our search results. We can see whether someone struggled to find a product – and if they are struggling, we can figure out why, and change our site to make things easier to find.”

“We’re constantly striving to improve our business model and deliver optimal service. NetInsight OnDemand provides us with a major competitive advantage because we’re able to better understand changing visitor needs and trends and engage more effectively with them. Additionally, NetInsight OnDemand’s flexibility in reporting and analyzing web behaviors saves us considerable time and money.”

*Cathleen Stewart,
VP of marketing, Batteries Plus*

“NetInsight OnDemand’s customizability exceeded my expectations. As we evolve our business – adding new sites, changing business practices, tweaking design and content – we have structures in place to give us the information we’ll need.”

*Chris Beres,
web manager, Batteries Plus*



Unica Corporation	Australia
Worldwide Headquarters	Belgium
Reservoir Place North	France
170 Tracer Lane	Germany
Waltham, MA 02451	India
USA	Netherlands
T +1.781.839.8000	Singapore
F +1.781.890.0012	Spain
E unica@unica.com	United Kingdom
	United States
www.unica.com	

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