

Wolseley uses Popovers and personalization tools from Fresh Relevance to **streamline customer journey and increase cart value**

CASE STUDY

Client
Wolseley

Website
wolseley.co.uk

Profile
The world's largest trade distributor of plumbing and heating products and a leading supplier of building materials.



Background

Wolseley is the world's largest trade distributor of plumbing and heating products and a leading supplier of building materials. When the company wanted to introduce **personalization into its website and customer email communications**, its E-Marketing team contacted Fresh Relevance for help.

Solution

In less than two months Wolseley was reporting increased sales and today the team is taking full advantage of the rich array of **SmartBlock features**, within Fresh Relevance's real-time marketing hub.

Digital Communications Manager, Steph Beard explains: "We began with Product Recommendations, as they are a fantastic way to introduce personalization onto a website and in emails. With Fresh Relevance, we present our customers with all the products we know will be of interest to them at the right-time, based on what they have browsed or ordered in the past."

The company is also taking advantage of Fresh Relevance's Popover SmartBlock to streamline the customer journey, for large orders that involve specific multiple parts. Now, when the customer is adding products to their order a Popover appears on-screen with advice, helping to ensure everything they need is in their cart.

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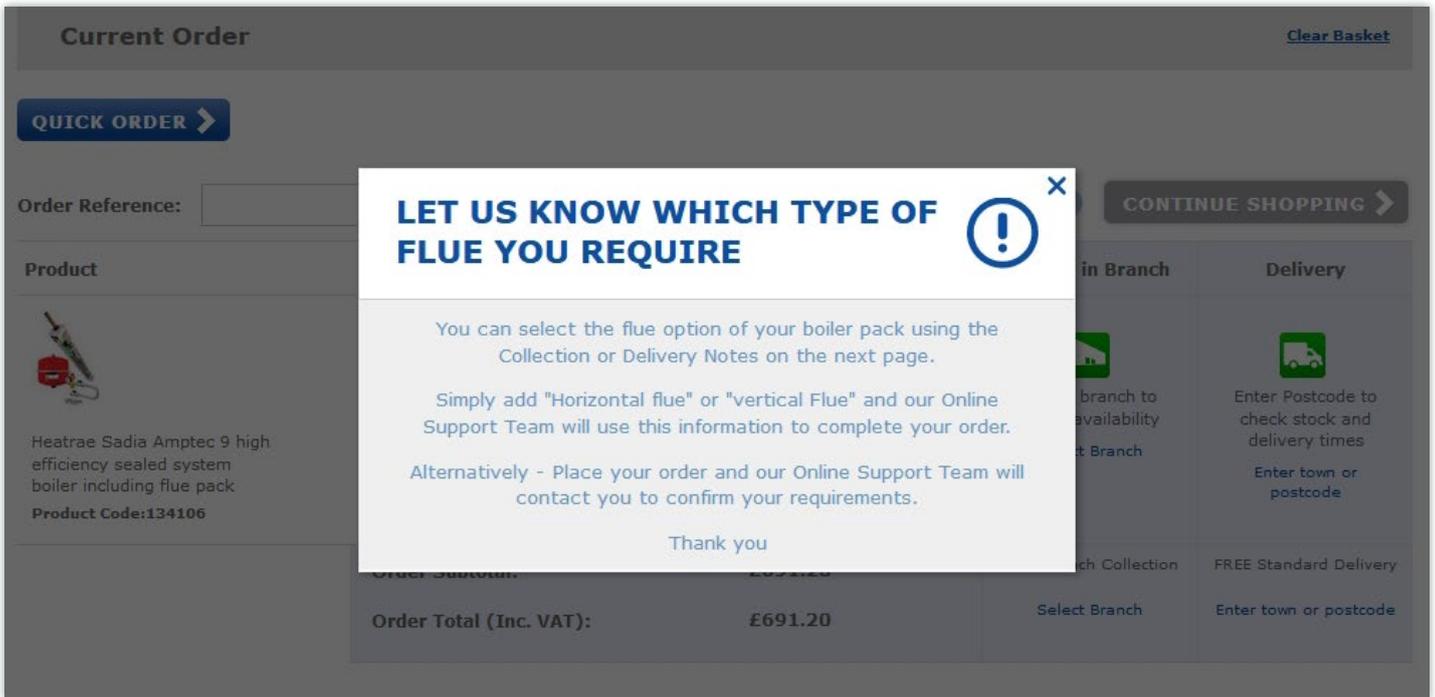
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WOLSELEY

“This quick process improvement [from Behavioral Popovers] is ensuring customers get all the products they need to do the job first time, whilst at the same time reducing pressure on our helpdesk.”

- Steph Beard, Digital Communications Manager



Beard adds: “This quick process improvement is ensuring customers get all the products they need to do the job first time, whilst at the same time reducing pressure on our helpdesk.”

Wolseley is also using Fresh Relevance for Cart Abandonment and targeted campaign emails, achieving a massive uplift in open, click-through and conversion rates as Beard explains: “What’s more, now we are using the Segment Builder we can be far more targeted in who we contact, meaning fewer emails are sent but we achieve far greater returns.”

Development

Commenting on upcoming plans, the company is experimenting with using Fresh Relevance’s advanced Countdown Timers and Beard is also excited by its Site Editor stating that: “We love the idea of marketing having more control over our website and we can see us relying heavily on the Site Editor in the future.”

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