

Oddcast Case Study Goldfish Software

About Goldfish

As a premium online reseller of Best Software® products, Goldfish Software promotes Peachtree® Accounting Software, ACT!® Contact Management and Timeslips® Time & Billing as well as in house web based training and telephone support solutions on its website, www.goldfishsoftware.com. The company's mission is to create a "unique shopping experience" for online customers through the deployment of state of the art technology and security coupled with unparalleled customer service and support.

The Goldfish Challenge

Goldfish Software undertook 15 months of research and development prior to launching an ecommerce site in January 2005. The overall goal was to provide visitors with a "Unique Shopping Experience" that exceeds customer expectations and produces a true 1-to-1 experience with each customer.

The SitePal Solution

One month after the site launched Goldfish Software turned to SitePal to help differentiate the shopping experience, make it more consultative and provide customers with the knowledge they need to make an informed purchase decision. The team at Goldfish launched the character on numerous pages at <http://www.goldfishsoftware.com> including the home page as well as on the landing pages for the products the company sells. The SitePal character was designed by the Goldfish team to be used as a sales conversion to help turn browsers into buyers.

The Results

Customers are telling Goldfish Software that they like the character because it acts as a non-intrusive sales assistant and provides important information about "Hot Deals" and other products. In fact, the company has experienced a 53% increase in sales from "Hot Deals" and attributes this to the SitePal character directing people to visit that section of the site. Sales per transaction have increased as well with 37% of customers converting from single-user product sales to higher value multi-user product sales. ***Most importantly, there has been an increase in conversion from browsers to buyers at a rate of 33% and a 22% increase in repeat visits since the launch of the SitePal character.***



Need assistance?
No problem.

Customer Testimonial

"We were confident that our customers and visitors would like the animated avatar, but we had no idea they would love it. Visitors to the site tell us that the animated guide is not only helpful, but gives the site a definite personality that they haven't seen before. It also seals the deal with respect to positioning Goldfish Software as a credible online reseller. An unexpected benefit has been the purchases of services from Goldfish Software have been beyond our wildest dreams. *Judy Thornell, Chief Experience Officer, Goldfish Software LLC*