

## Keynote Case Study



# Williams-Sonoma, Inc.

### Impact Highlights

- Recommendations increased brides' likelihood to add products to their registries by up to 30%.
- Gift personalization increased gift givers' likelihood to use registries.
- Product sorting options made the purchase process more effective for brides and gift givers alike.

*"We turned to Keynote to provide us with a quantitative and unbiased perspective on our industry as well as our target market."*

*Pat Connolly, Williams-Sonoma, Inc., Chief Marketing Officer*

WILLIAMS-SONOMA, INC.

### About Williams-Sonoma, Inc.

Williams-Sonoma, Inc. has established itself as a premier specialty retailer of home furnishings in the United States. With well-known brands such as Chambers, Hold Everything, Pottery Barn, Pottery Barn Kids and Williams-Sonoma, the company reaches consumers through several channels, including retail stores, catalogs and the Internet. The company recognizes the potential of the Internet and has demonstrated this conviction through the numerous industry recognitions it has won for its sites.

### Williams-Sonoma, Inc.'s Challenge

Each wedding season, Williams-Sonoma, Inc. helps hundreds of soon-to-be brides and grooms create gift registries at Williams-Sonoma, Inc. stores. Noting the increasing popularity of online wedding registration, the company needed to ensure that the gift registry and purchase processes on company Web sites met users' needs and expectations. It was critical that these processes be not only user-friendly, but that they ultimately enable sales as well.

Williams-Sonoma, Inc. initiated a major wedding registry redesign project and turned to Keynote to gather information about the most important factors affecting consumers as they create gift registries and purchase gifts online.

### The Keynote Solution

Keynote developed a series of evaluations that would enable the Williams-Sonoma, Inc. e-commerce team to make informed choices about the strategies that would best serve customers and drive wedding gift sales. The study examined both the Williams-Sonoma and Pottery Barn sites in depth, as well as investigated several other leading retailers' registry sites.

"We needed to identify and implement only best-in-class practices on our websites," said Pat Connolly, Chief Marketing Officer. "We turned to Keynote to provide us with a quantitative and unbiased perspective on our industry as well as our target market."

In order to address the needs of both brides and gift givers, Keynote tracked the behavior and reactions of both groups as they performed real-life tasks, such as

*Williams-Sonoma, Inc. is using this customer feedback to ensure that both brides and gift givers have an online shopping experience that is as good (or even better) than that of the company's retail stores.*

registering for sets of tableware and selecting combinations of gifts for online purchase. The study then examined how user experience drove key site goals, such as the breadth and dollar amount of a bride's registry or the likelihood a gift giver would find an appropriate gift and make a bigger purchase on the site..

### The Keynote Impact

The Keynote study uncovered data that reinforced the effectiveness of Williams-Sonoma, Inc.'s current online strategy and provided the company with additional insights as to the factors that most influence consumers as they use the Williams-Sonoma and Pottery Barn wedding registry sites.

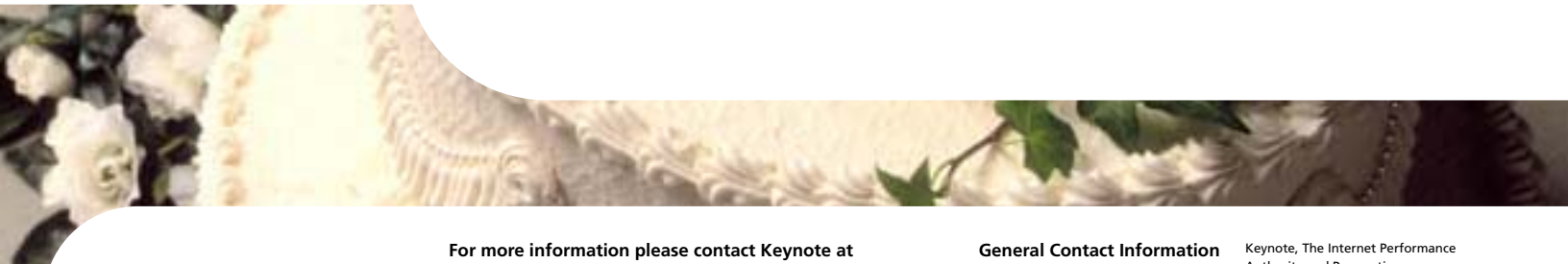
For instance, the evaluations demonstrated that targeted product suggestions could increase a bride's likelihood to add a product to a registry by up to 30%. Williams-Sonoma.com ranked highly on this type of product guidance, providing brides with helpful tips on furnishing a complete household. Similarly, the study revealed that clear, well-sized product photographs strongly influenced the likelihood that a bride would add an item to the registry.

Gift givers had their own set of requirements when shopping for wedding presents. Product and pricing sorting techniques made the purchase process significantly more effective for gift givers. In fact, many consumers noted that not being able to sort increased the chance that they would abandon the site. Like brides, gift purchasers

were also influenced to purchase gifts that were suggested by the Web site. Personalized gift suggestions especially had an impact when only "undesirable" items remained on a registry. By complementing registered gifts with personal touches, gift givers were more likely to use the registry and make a larger purchase.

Williams-Sonoma, Inc. is using this customer feedback to ensure that both brides and gift givers have an online shopping experience that is as good (or even better) than that of the company's retail stores. Armed with this knowledge, Williams-Sonoma, Inc. is implementing improvements to its sites to ensure that users have the best experience possible while creating gift registries and purchasing items in the upcoming wedding season.

"Wedding registry is a core part of our business. We needed a partner who understood the strategic needs of Williams-Sonoma and a tool that could help us learn from our customers," said Connolly. "With feedback from hundreds of actual users, the Keynote evaluations helped us focus on the site improvements our customers care about most."



For more information please contact Keynote at 1-800-KEYNOTE or via email at: [product-info@keynote.com](mailto:product-info@keynote.com)

#### About Keynote

Keynote Systems, The Internet Performance Authority<sup>®</sup>, is the worldwide leader in e-business performance management services. Over 2,100 corporate IT departments and 19,000 individual subscribers rely on Keynote's growing range of measurement and monitoring, service level and customer experience management services to improve e-business performance.

#### General Contact Information

Keynote Systems, Inc.  
777 Mariners Island Blvd.  
San Mateo, CA 94404  
Main Tel: 1-800-KEYNOTE  
Main Fax: 650-403-5500  
[product-info@keynote.com](mailto:product-info@keynote.com)

Keynote, The Internet Performance Authority and Perspective are registered trademarks of Keynote Systems, Inc. Other trademarks are the property of their respective owners. © 2005 Keynote Systems, Inc. 01/05