Learn How ça va de soi Prevented $64K in Lost Sales in One Month

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REMINDER

Every business strives to make sales. Without sales, your business would not exist. The optimization of sales can be achieved by launching an ecommerce store. Building brick and mortar and ecommerce experiences formulates a strong omnichannel.

Having an ecommerce platform comes with maintenance. Therefore, it is vital that your customers are able to effortlessly navigate your site with no errors that interfere with their purchasing.

ça va de soi

ça va de soi has been delivering an exceptional customer journey and experience for over 40 years. What started as a small family business based in Montreal has expanded throughout major Canadian cities including Toronto, Montreal, Ottawa and Québec City. The clothing brand sells high quality, unique knitwear and focuses on the ideal of slow fashion that is long lasting and endlessly elegant. Due to their success in their brick and mortar sales, ça va de soi launched their ecommerce store in 2013. ça va de soi's impressive online store has driven plenty of sales because it allowed their products to become accessible to customers all around the world.

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Checkout and Add to Cart Errors

As possible with the introduction of any ecommerce platform, problems can occur with the website. Specifically, ça va de soi had an "add to cart" malfunction on several products. This resulted in **$64,000** in potential lost sales in one month.

$64,000

ça va de soi understands that in order to deliver an exceptional customer service their website has to be seamless and free from critical add to cart errors.

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Consequences

"If we were to have another add to cart issue, or bugs when the check out is being finalized, it would have a major impact on our website. This is because orders can't come in and our customers would get disappointed, causing them to potentially not come back."

- Kinza Nasri, Art Director at ça va de soi
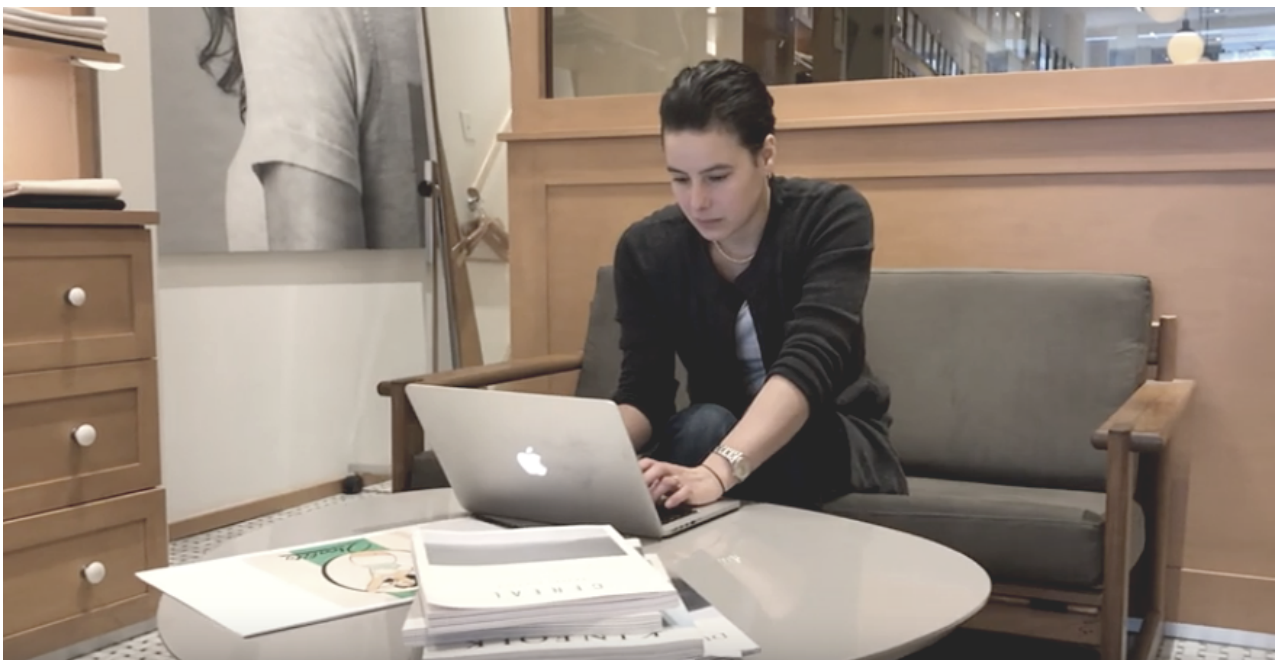
"It was around Christmas time when people buy gifts last minute. So for us it happened at a very bad time". Although the holidays are important for sales, she acknowledged that, "it could have happened during other vital times for sales as well like during a season launch. So it is vital to know that your customer experience during checkout is always seamless".

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Solution
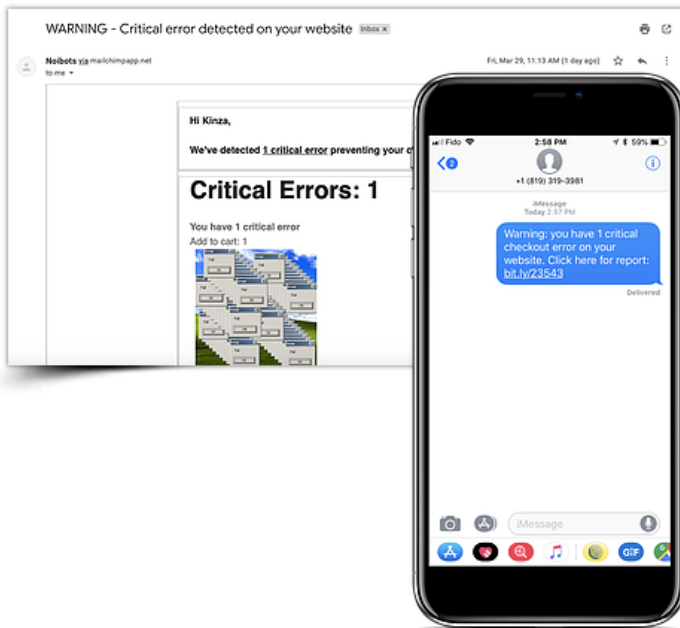
1) Checkout or add to cart error occurs to a user.

2) Noibu instantly detects the error and notifies you with a detailed report.

3) Error is resolved and sales increase as a result.

"Getting reports on any major issues within your ecommerce platform is crucial to a manager. Noibu is so helpful because it is done automatically instead of having to manually test for errors, which most medium to small businesses do not have time for."

- Kinza Nasri, Art Director at ça va de soi

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Noibu handles over **6,000,000** user events per year and prevents over **$100K** of lost sales per day for their customers.

By using Noibu, ça va de soi prevented $64k in potential lost sales. Noibu helps ecommerce teams detect critical errors such as add to cart/checkout so that lost sales are prevented. Noibu's software is able to catch these errors and will send your company notifications when they occur. Additionally, you will get weekly updates on how your platform is performing.

ça va de soi uses Noibu and you should too.
Get peace of mind today.

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