

Sur La Table

Sur La Table cooks up an additional 7.36 percent in Conversions with Norton™ Shopping Guarantee



BENEFITS

- **7.36% Lift** in converting shoppers into buyers
- **3.49% Lift** in average order value
- **100% ROI** in less than one day
- **A Notable** increase in monthly revenue



ORGANIZATION PROFILE

Site: www.SurLaTable.com

Specialty: Culinary Tools, Kitchenware and Accessories

Headquarters: Seattle, Washington

Employees: >1,000

eCommerce Platform: Oracle Commerce

KEY CHALLENGES

- Increase shopper confidence and conversion rate

SOLUTION

- Norton Shopping Guarantee

“Find something you’re passionate about and keep tremendously interested in it.”

-Julia Child

With more than 40 years of knowledge and passion for cooking, Sur La Table supplies cooks with a surprising selection of unique and hard-to-find kitchenware and culinary tools from around the world, with helpful, knowledgeable employees who love cooking too. Since the first Sur La Table store opened in 1972, they’ve grown to more than 100 stores across America, along with a website and catalog viewed by millions of people each year and a highly regarded cooking class program.

They are not as focused on just cooking as they are on what cooking does for people, explains Kevin Ertell, the SVP of Digital for Sur La Table. They try to bring people together through cooking because “life happens around the table.” People try to improve their connections with others in their lives, and this is often done through finding new and better ways to cook and deliver better food to their tables.

“[Norton Shopping Guarantee] has given more people the confidence to consummate that purchase online. And anything we can do to boost people’s confidence and make them feel more comfortable is meaningful to our business and our brand.”

Kevin Ertell

SVP of Digital
Sur La Table

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Kevin Ertell

SVP of Digital
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SurLaTable.com is an extension of the in-store experience and acts as “the hub of the brand.” The number of people who visit the site is greater than the number of people who walk into all the physical stores combined. The website offers the best possible opportunity for customers who want to research products and shop or just find helpful advice and inspiration. It’s a community builder and helps connect all those cooks together underneath the Sur La Table brand umbrella. And this is what keeps customers coming back.

Additionally, the site acts not only as a sales vehicle but also as a marketing and merchandising tool. Apart from shopping, when visitors use the site as a research tool, they leave behind data which allows Sur La Table to better understand their clientele and target market.

Converting 7.36% more Shoppers into Buyers

Sur La Table wanted to put Norton Shopping Guarantee to the test by providing their shoppers with \$10,000 in identity theft protection, a \$1,000 purchase guarantee, and a \$100 lowest price guarantee at no additional cost. They understand that there is still a large amount of people who are uncomfortable with buying online. And though Sur La Table is an established brand, there are still many people who are unfamiliar with it. “So having a well-known brand known for safety and security vouch for the safety of shopping on SurLaTable.com is pretty attractive. And that sort of trust mark and program providing guarantees will help people get over the top,” explained Kevin.

Norton Shopping Guarantee proved Kevin’s reasoning to be true. The program was able to provide a conversion lift of 7.36 percent. Sur La Table also received some happy customer feedback regarding the program, which included:

- “Thank you for your care and concern for your patrons.”
- “It’s great peace of mind and an additional benefit for shopping at Sur La Table.”
- “Love the Norton Shopping Guarantee! Thank you Sur La Table.”

How does Kevin sum up the value of Norton Shopping Guarantee? “The simplest value is that it’s increased our revenue per session. It’s given more people the confidence to consummate that purchase online. And anything we can do to boost people’s confidence and make them feel more comfortable is meaningful to our business and our brand. And Norton Shopping Guarantee was one of the quickest wins we’ve seen in years.”

Overall, Sur La Table is a company that is passionate about cooking and taking care of the people who love cooking.

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Exciting News from Sur La Table

Sur La Table launched a whole new business in online cooking classes. Only about half of the Sur La Table stores offer cooking classes, which have been very successful, but they’ve not been available online until now. In August, they launched online cooking classes—with new classes being offered every week. “They are awesome, and we’re very excited about them!” exclaimed Kevin. They provide the ability to reach even more customers with cooking classes that are available to everyone everywhere at any time.

For more information, call 1-855-658-2760, option 1 or email CustomerSupport@NortonShoppingGuarantee.com

You can also check out Norton Shopping Guarantee on [YouTube](#).

Norton Shopping Guarantee

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