

CUSTOMER SUCCESS

CONVERGENCE TRAINING

Convergence Training Improves Customer Experience and Increases Online Sales



Convergence Training, a division of Capstone Technology, is a leader in learning management software and safety training for process manufacturers around the world. In 2008, Convergence launched an online store at BuyBetterTraining.com that allows customers to buy a wide selection of DVDs or purchase training through online pay-per-view.

Business Challenge

The company's original storefront, built with off-the-shelf e-commerce software created bottlenecks that limited the company's ability to expand its online catalog and customize the ecommerce storefront.

Solution

Convergence deployed its new storefront, www.BuyBetterTraining.com with Znode's e-commerce platform to improve the customer experience, accommodate a range of future ecommerce scenarios, better reflect the company's unique visual style, and ultimately grow online sales. The results include:

- Freedom to customize at will with open access to source code
- Product updates can be done in batches, reducing administration time and errors
- Unlimited product catalog features and search options make it easier to find products and improve overall customer experience and conversion
- BuyBetterTraining.com increased sales by 50% as a result of the new platform



Industry
Education

Convergence Training

Convergence Training produces occupational health and safety training courses, learning management software, and regulatory compliance tools.

www.convergencetraining.com



Results

Convergence administrators can now quickly manage product listings in bulk, uploading multiple changes at once using SQL Server. In addition, Multifront's customization features and promotions engine allow Convergence to constantly update the store with new features and creative, interactive promotions to engage customers.

With access to Multifront's source code, Convergence can seamlessly integrate its shopping cart with its CRM and DVD production systems. Capturing e-commerce transaction data in the CRM system will help Convergence to better understand its customers shopping habits and needs. Integrating the shopping cart with the DVD production system will make it easier to manage inventory, ensuring that titles are in stock and ready to be shipped.

BuyBetterTraining.com is much more professional and intuitive than Convergence's original ecommerce store, delivering advanced search capabilities, convenient shop-by-category, brand and price options and featured product listings.

About Multifront™

Znode Multifront® is an industry leading ASP.NET ecommerce platform that enables you to easily build and manage hundreds of distinctly branded ecommerce storefronts using a single shared database. Using Multifront's innovative flexible Architecture, every aspect of the online shopping experience is 100% customizable.

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Znode provides us the flexibility to literally do whatever we want. Add the fact that we have access to the source code for complete customization capabilities and to facilitate integration with other applications, and one can begin to understand the beauty of Znode's offering.

- Kenny Della Valle, Production Manager

About Znode

Znode is an industry-leading ecommerce provider that enables clients to create highly relevant online experiences for shoppers. As one of the fastest growing ecommerce platforms, Znode is currently implemented in over 2,000 ecommerce sites worldwide.

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