



Customer Case Study

Charmrocks, UK based online jewellery retailer specialising in the very popular Chamilia range of charm bracelets and necklaces, is reporting substantial business benefits in terms of customer service and website performance after using blucap™ performance testing services from Trust IV Limited..

The new website was launched in 2008 and showcases the vast range of Chamilia bracelets, charms and beads.

Customer experience is key

Charmrocks is passionate about customer service and by selecting blucap™ for performance assurance, it is able to offer its customers a better experience when visiting them online. When customers visit the site, they know they will not be hanging around for the site to respond, they can quickly get to the items they require and complete their transactions smoothly and efficiently.

Chessy Harvey-Kelly, Customer Service Director, said "The blucap™ service was excellent. The test was done within a week of starting discussions. Four key user journeys were identified and tested. The results were enlightening, well presented and we used them to make some immediate improvements to the site. In a business where retention of online customers is paramount, blucap™ gives us an edge."

Paul Caine, director of Trust IV, said, "This is a great example of how blucap™ can be quickly deployed to meet specific customer requirements whilst offering significantly improved value for money over traditional approaches where software and hardware would need to be deployed before a test could even be considered. "