



Amazon.com Case Study

“Since 2001, we’ve worked with Autodemo to create on-site demonstrations for some of our more popular features, and the customer response has been extremely favorable.”

—Amazon.com

CLIENT: Amazon.com

Amazon.com opened on the World Wide Web in July 1995 and today offers Earth’s Biggest Selection. Amazon.com seeks to be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.

NEED: Increase the number of customers using the 1-Click® ordering feature.

In keeping with its reputation as Earth’s most customer-centric company, Amazon.com is always looking for innovative ways to enhance the online shopping experience. The Buying Applications and Services Group at Amazon.com wanted a customer-friendly online help tool that could communicate the benefits and ease of using its new 1-Click® ordering feature.

SOLUTION: Clear, concise demo that shows how easy 1-Click ordering is.

Autodemo created a 4-minute demo that walked customers through a 1-Click® ordering scenario. The demo illustrated how easy it is to click through the ordering process, identified what areas of the pages are important as well as reassured customers about how safe and easy it is to shop on Amazon.com.

Additionally, Amazon.com created a dedicated “Animated Demo” section on its help page (www.amazon.com/help) for the 1-Click demo and other demos, including Order Tracking and Welcome to Amazon.com.

RESULT: 87 percent more likely to use feature after viewing the demo.

On average, 5,500 customers clicked on the demo link every day. At the conclusion of the demo, Amazon.com integrated an online feedback form. More than 7,000 customers were asked the following questions:

Did you find this website demo useful?

Yes – 91% | No – 9%

Are you more likely to use this feature having viewed the demo?

Yes – 87% | No – 13%

Would you view demos on other topics?

Yes – 87% | No – 13%

Customers also provided a number of positive open-ended responses, such as:

“Awesome demo. It covered a lot of material without being confusing. Give us more demos!”

“Very useful tool. Beats calling a 1-800 number.”

“I appreciate the clear, spoken information. Thank you.”

1129 PAYNE STREET
LOUISVILLE, KY 40204
502.581.1300
WWW.AUTODEMO.COM