



Ivan Basile collects 49 positive reviews in 35 days with isendu's WhatsApp messages

49 New Reviews

33% Conversion rate

5.0 Average rating



CUSTOMER CASE STUDY

IVAN BASILE

Ivan Basile

Ivan Basile is an Italian brand that creates bracelets, necklaces, Tibetan malas and necklaces for pants in semiprecious stones: all personalized according to the customer's style.

WEBSITE

Ivan Basile
ivanbasile.it

VERTICAL MARKET

Jewelry

isendu is mainly used to exponentially increase the shop's **number of reviews**

PRODUCTS

Customized jewelry

KEYWORDS

Logistics Automation
Increase reviews
SEO Positioning

”

“One day I thought about how nice it would be to make a stone bracelet for myself, but I wanted it to be different than any bracelet I'd ever seen in shop windows or advertising on another person's arm. I wanted a unique, custom-made bracelet that incorporated the specific colors and stones I wanted.”



Ivan Basile
/ Founder of “Ivan Basile”

The situation before isendu

Before isendu, Ivan and his collaborators handled an average of 400 monthly orders **without any automation tools**.

The procedure consisted of connecting to the Bartolini's Easysped Web portal, filling in the relevant fields by **copying and pasting** the recipient's data, **processing** the orders on Shopify and entering the related tracking information for each order in order to allow customers to **track** shipments.

Furthermore, up until that point, the shop's Google My Business account had collected **17 reviews over the course of 1 year**: a figure that could be significantly improved considering the amount of shipments generated by the e-commerce every month.



Progress and achievements

Therefore, Ivan and his team decided to try isendu to manage their e-commerce shipments. They went from a manual copy and paste system to creating an average of 20 labels a day in mere seconds. Not only that, once the waybills were printed, isendu automatically processed every single Shopify order by updating customers on the status of the shipment via personalized emails and WhatsApp messages.

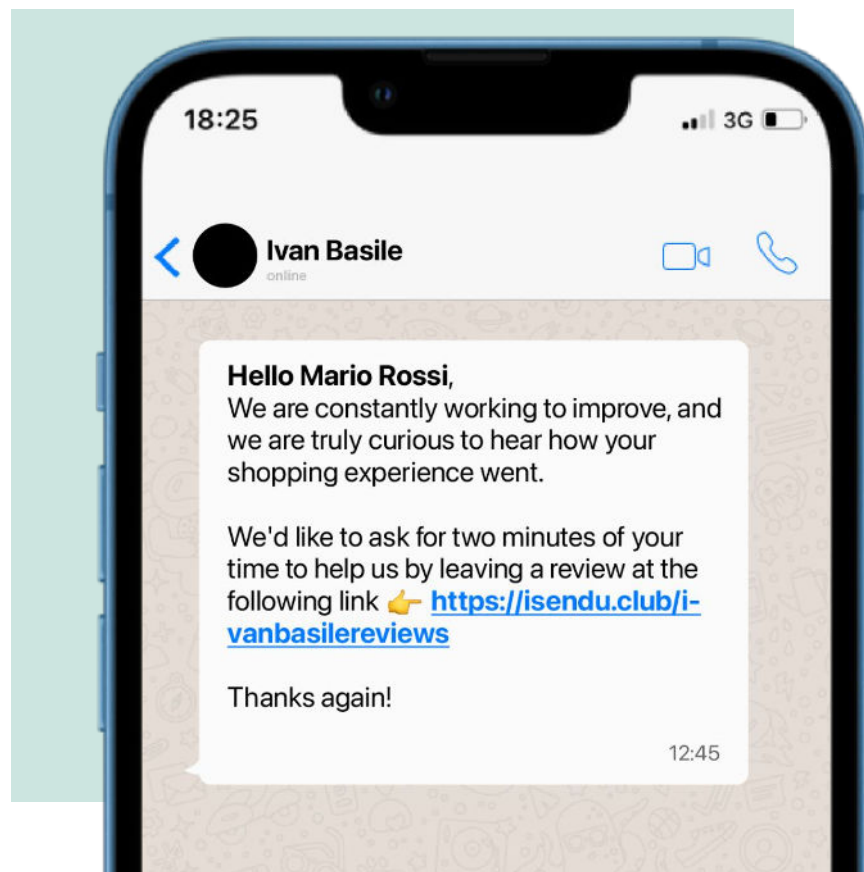
However, the real turning point in Ivan's experience with the isendu platform happened elsewhere: Ivan decided to apply an after-sales strategy that allowed him to automatically send a second WhatsApp after the package was delivered.

With this **simple change**, Ivan Basile **collected 17 positive reviews** on Google My Business: **all after just 12 days of application.**

Without isendu, it would've taken 12 months to reach the same result.



A study by Capterra Italia found that 90% of Italians read online reviews before buying from an e-commerce, compared to 62%, the average in Europe.

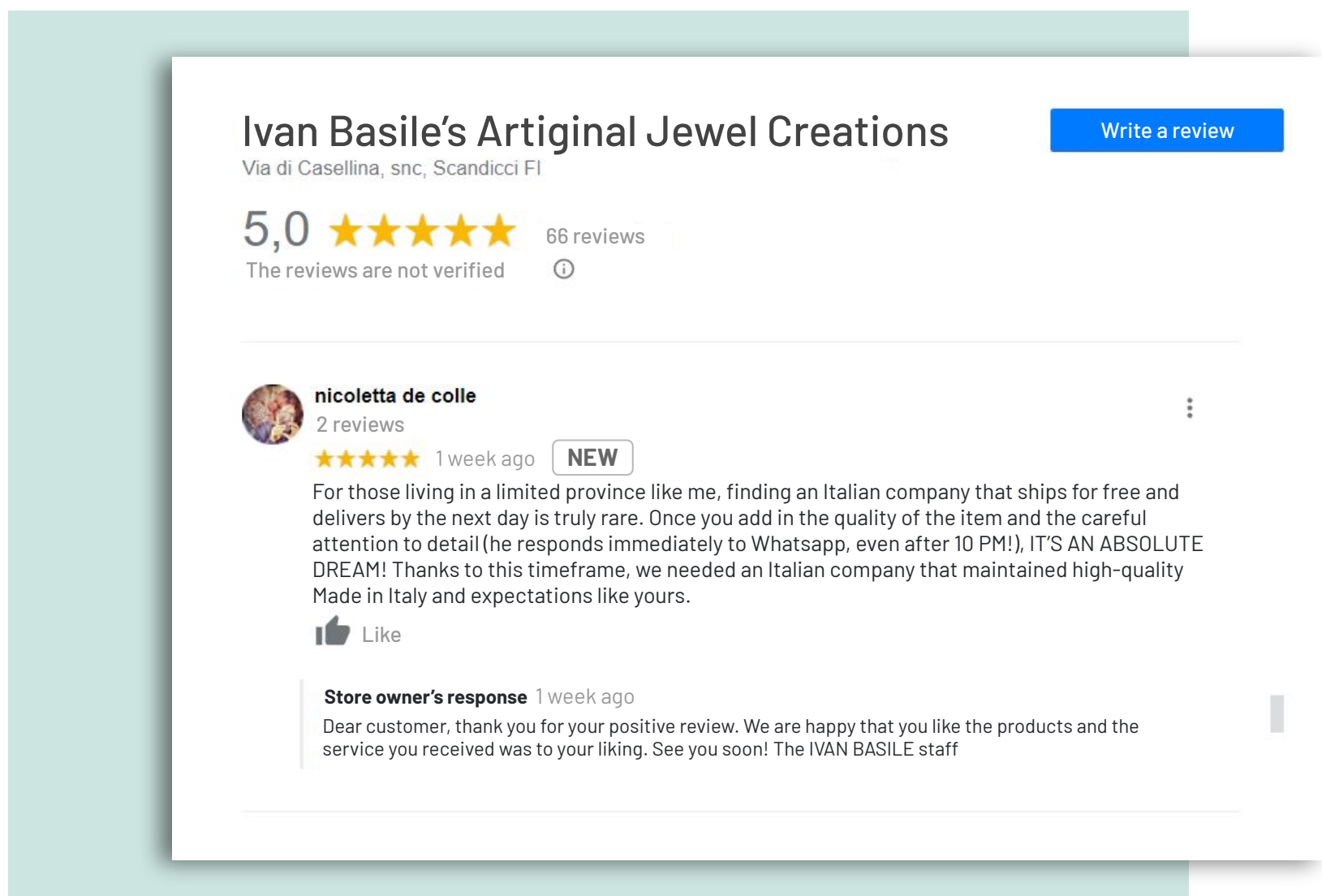


THE RESULTS

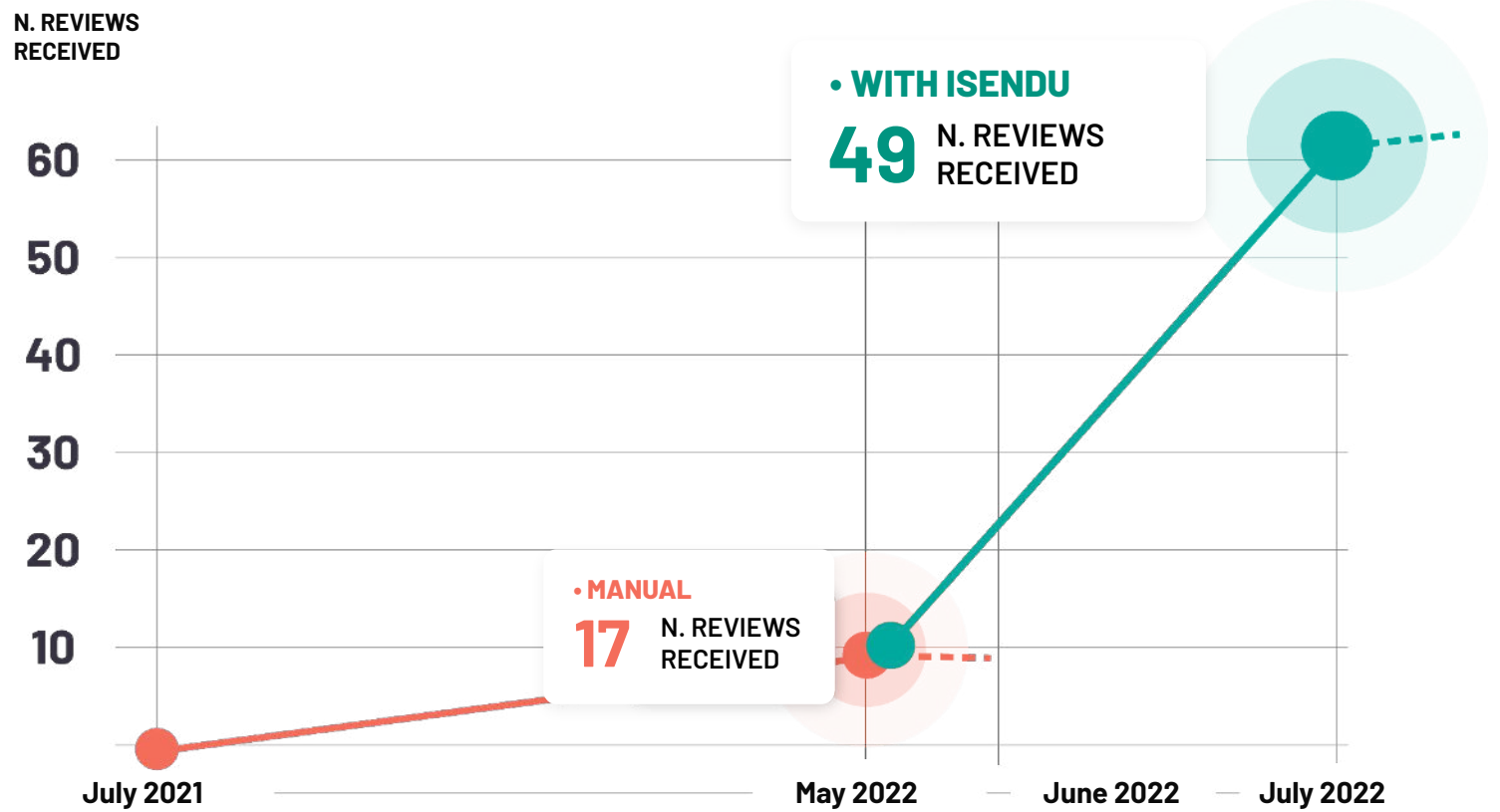
When writing this case study, Ivan Basile sent a WhatsApp request for a review for each of his 147 shipments managed by isendu.

The result? **It quadrupled Basile's positive reviews, taking him from 17 to 66 reviews in the span of 36 days.**

Currently, the **conversion rate** of shipments into reviews is **33%**, a figure significantly above the sector average.



THE RESULTS



The graph clearly shows the exponential **increase** in reviews obtained by Ivan Basile **starting from June 2022**.

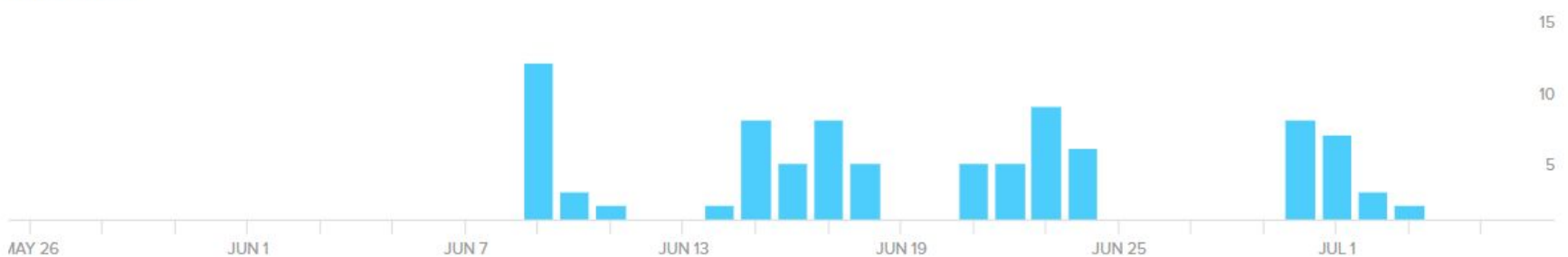


EXPECTATIONS

Considering the conversion rate for the month of June and an average of 350 orders per month, Ivan Basile's shop is estimated to be able to obtain between **1,300 and 1,500 reviews** over the course of a year, net of physiological conversion rate fluctuations.

Finally, one last significant figure should be noted: the link contained in Ivan Basile's WhatsApp message was clicked on in **53% of cases**. This means that improving any critical elements of the user experience will result in the potential for an even greater conversion.


79
TOTAL CLICKS



Steps to growth

Growing your online business **is a tough challenge** to face, but with the right processes and suitable tools, **you can achieve great things.**

To summary, this is the step-by-step journey followed by the “Ivan Basile” e-commerce



Activation of isendu and transactional notifications **via Whatsapp**

Opening its own **profile on Google My Business**

Copy and paste the URL from the form page to complete reviews and insert them in the “Button link” in isendu’s “review request” WhatsApp messages

Start creating **labels with isendu**, and the review request automation will start automatically when the packages are delivered to customers

As often happens, isendu's dedicated Support team prompted Ivan to **leave positive feedback on our platform.**

isendu

THE PERFECT MATCH



Ivan Basile Group

1 recensione IT



By invitation

May 17, 2022

QUICK AND INTUITIVE SYSTEM FOR ORDER MANAGEMENT

Extremely convenient and fast system to manage orders and post-sales communications. Simple and intuitive interface, awesome support on behalf of the operators. A great way to save time when it comes to creating shipments. Recommended!

e-commerce audit tool

L'audit tool di isendu è uno strumento in grado di misurare le performance del tuo e-commerce a partire da alcuni dati relativi ai processi di logistica.

ISENDU E-COMMERCE SCORE



91%

Efficienza ottima

73

Gestione corrieri espressi

Tracking ordini

Marketing delle spedizioni

Evaluate the efficiency of your e-commerce now.

[Go to isendu.com/audit](https://isendu.com/audit)

