



CERTONA
Personalize Anytime, Anywhere™

CLIENT SUCCESS

Sport Chalet

Sport Chalet is a leader in the specialty sporting goods arena. Headquartered in La Canada, CA, the company has been in service for over 52 years. Renowned for providing a level of service that is unparalleled in the retail sporting goods industry, Sport Chalet demonstrates its commitment to be the best by continually enhancing their customer's shopping experience at every interaction.

No matter how customers choose to engage with them, Sport Chalet enhances their customer experience with superior service. Today, Sport Chalet features a catalog, online store, and over 55 retail stores throughout Arizona, California, Nevada and Utah. For more information on Sport Chalet, visit www.sportchalet.com.

The Goal

With over five decades in business, Sport Chalet sought the next best way to drive more revenue and customer engagement without sacrificing quality or service. Their commitment to providing first-to-market performance, technology and lifestyle merchandise helped guide Sport Chalet to explore the use of innovative new technology solutions and content delivery to enhance its customer's online shopping experience. Through personalization and smarter recommendations, Sport Chalet set out to encourage customer engagement and conversions by highlighting new inventory and facilitating discovery of new products by providing merchandising direction and relevancy.

Sport Chalet evaluated all their options and set out to find a new solution that not only personalized their customer's shopping experience in real-time but also supported their business rules and provided merchandising flexibility to support the company's overarching goal of increasing the lifetime value and loyalty of its sports minded customers.

The Solution

Sport Chalet selected Certona as its solution to improve the overall customer shopping experience by adding meaningful and relevant personalized recommendations to the Sport Chalet site. Sport Chalet found many advantages to using Certona, including its extensive online retail expertise, real-time dynamic personalization, merchandising curation features and rapid implementation process.



As the pioneers of personalization, Certona has the longest track record of any personalization provider in the industry. Only Certona uses sophisticated neural network technology, which profiles new visitors after only 3-4 interactions and then keeps learning from additional interactions over time. Certona deployed its recommendations across the Sport Chalet Home Page, Search, Category, Product Detail Page, and Shopping Cart pages.

Certona's also enabled Sport Chalet to curate and customize their recommendations by company to easily setup and test recommendations using multiple algorithms and business rules that align with their objectives.

Results

Through a rapid implementation of Certona's recommendations, Sport Chalet has improved overall site engagement and conversions from responders to recommendations. This is resulted in higher order value of its online store and enhanced the customer shopping experience.

Nurturing the customer relationship is the perpetual challenge of companies like Sport Chalet, especially if they want to build on their brand as a service leader. As a next step, Certona is helping Sports Chalet accomplish this by further optimizing business and merchandising rules, expanding recommendation placements across its ecommerce site, and launching new channels for personalization such as mobile targeting and email marketing.



CERTONA
Personalize Anytime, Anywhere™

Learn How Your Company Can Personalize Anytime, Anywhere:
858.369.3888 • sales@certona.com • www.certona.com

Copyright 2012. Certona and Resonance are trademarks of CERTONA Corporation.
100 Via de la Valle, Suite 100, Del Mar, CA 92014