



## SUCCESS STORY

### World Kitchen

#### EXECUTIVE SUMMARY

World Kitchen is a major multinational manufacturer and marketer of cookware and household tools with many renowned brands such as Pyrex® and CorningWare®.

#### CHALLENGE

Automate recommendation process and provide quality recommendations in real time while minimizing manual effort.

#### SOLUTION

Baynote® Collective Intelligence Platform™ and Product Recommendations on every product page.

#### RESULTS

Increase in AOV of more than 20% and visitors who use recommendations are 4x more likely to make a purchase.

World Kitchen, LLC is a prominent manufacturer and marketer of kitchenware, household tools, cookware, and cutlery. With well-known brands such as Pyrex®, CorningWare®, and Corelle®, chances are every household has at least a few of World Kitchen's products in its kitchen.

World Kitchen is privately held and employs nearly three thousand people. It has major manufacturing and distribution operations in the United States, Canada, and abroad. It sells products through multiple channels, including mass merchants, department stores, specialty retailers, retail food stores, and its own website and retail outlets.

#### the Challenge

Although world kitchen's eTail websites welcome millions of visitors annually, the company was disappointed by the revenue these visitors generated. The company has a strong stable of world-renowned brand names and an impeccable lineup, but they found that simply having the products on offer was only part of the equation. Too many customers were still leaving the site without completing a purchase, even when they'd visit with the explicit intent to buy.

Early on, World Kitchen had already decided that it would be beneficial to provide product recommendations based on the item being viewed. The manual approach that was initially adopted to create these recommendations, however, brought with it its own set of challenges.

**Labor Intensive:** Manually creating sets of recommendations for thousands of products is a hugely time-consuming process. For each product, several recommended products needed to be selected, with at least some attention being paid to the individual merits of every possible recommendation. By the time the manual recommendations were launched, nearly half a year of implementation time had passed.

**Impossible to Maintain:** Even once products were selected, maintenance was a chore. With products being phased in and out all the time, a constant effort was required to keep the recommendations up to date, not just by removing or replacing recommendations that were no longer available, but also by adding recommendations to new products and evaluating those same new products for inclusion as recommendations for existing products.

**Source of Conflict:** In an organization as large as World Kitchen, internal disagreements are inevitable. The process of selecting recommendations was hampered by an unwillingness to provide subjective recommendations that featured other brands or product verticals – these were seen as detrimental to the conversion chances of the product being viewed.

**Ineffective:** Having braved the challenges posed by the manual recommendation procedure, World Kitchen was very disappointed by the actual results. In spite of the Herculean efforts, conversion rates and AOV remained largely flat.

## the Solution

When it became clear that the manual recommendation system was no longer tenable, World Kitchen set out in search of an automated method for providing more compelling recommendations in real time. The selection quickly fell on Baynote®. “We ran into them at a trade show and it was a perfect match,” said Hope Johnson, senior manager of the direct-to-consumer channel at World Kitchen. “They understood our predicament and had a solution with a proven track record that not only met our requirements, but would grow as our needs expanded.”

Baynote offered several compelling benefits that made the decision an easy one. In light of previous experiences, the speed and ease of implementation was hard to pass up on, especially considering World Kitchen’s desire to have a system up and running in time for the crucial holiday shopping season. Once the choice had been made to implement Baynote’s product recommendations throughout the site, the implementation process took less than a month. Christopher Putman, Graphic Designer and Web Developer for World Kitchen, describes the process: “The hardest part was making room for the recommendation bar. Beyond that, all we had to do is include some javascript. It was up and running within three weeks.”

When it came to Baynote’s track record, World Kitchen was initially skeptical. “They made claims that we initially thought were outlandish,” said Putman, “but in the end, the results outstripped them. In spite of the high expectations, we were genuinely and pleasantly surprised.”

## the Results

Within two weeks of launch, average order value had increased by 18%, and the numbers are still improving. Even more importantly, visitors who use Baynote’s recommendations are four times more likely to make a purchase than those who don’t. “The results speak for themselves,” said Johnson. “It’s easily the best investment we made all year.”

Now, with Baynote’s Collective Intelligence Platform in place, World Kitchen intends to leverage it in a variety of ways. Putman elaborates, “Using the intelligence we’ve already gathered, we’re going to implement email recommendations in the immediate future, on shipping notifications, receipts, and welcome mails for new members. Then, a few months down the line, we’ll implement Baynote’s UseRank® search. We’re expecting big things for 2010.”

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Senior Manager,  
Direct-to-Consumer Channel  
World Kitchen*