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Nina Davies, Founder AutoCrit

AutoCrit Writer's Resource Improves Site Reliability and User Experience With Interspire Shopping Cart

Business Goals

- Improve site's appearance
- Easy to use product
- Reliable buying process

Business

AutoCrit is developed by writer and computational linguist Nina Davies. Nina used her background as a computational linguist, someone who works to make computers understand human languages, to develop the AutoCrit Editing Wizard. The wizard automatically identifies mistakes in manuscripts, saving valuable time and reducing the potential for embarrassment when writing is shared. The site also features the Writing Advice Center, a free resource of hundreds of articles on all aspects of writing fiction, written by published authors and subject matter experts.

Approach

The central reason customers visit the AutoCrit site is to find valuable advice and information about writing. Nina Davies, AutoCrit founder, was looking for a product that would allow purchases to be as reliable as the site's information.

Solution

As a satisfied Interspire Email Marketer customer, Nina knew Interspire provided great software, and her primary goal was to make the checkout process more reliable and easy for customers. Implementing Interspire Shopping Cart was very easy and not only integrated with the email marketing program, but also gave Nina a reliable, secure way to accept orders online.

Because Nina's goal was to help customers become self-sufficient, she was delighted to learn about Interspire Knowledge Manager, a self serve knowledge, which also integrates with Interspire Shopping Cart.

Interspire Shopping Cart allows store owners to improve the overall shopping experience. “Interspire products are very easy to use, which means I spend less time working on the site and more time working on my business. Additionally, the products fit in well with my business needs and my budget.”

Results

Nina is amazed at how much more professional her site now looks. “After incorporating an almost free ColdFusion script, I realized it required more of a technical person to customize the software,” stated Nina. “I needed a product that was hassle free and Interspire delivered.”

Additionally, AutoCrit.com is now rock solid and Nina has experienced an immediate improvement in conversion rate. Incorporating Interspire’s other software was easy because they were designed to work together simply by ticking a few boxes and clicking Save.

Nina has also noted time saved because customers no longer need to contact her for questions - they can now find answers in her knowledge base. Interspire products offer better capabilities to retain and attract customers.

About Interspire Shopping Cart

Interspire Shopping Cart is e-commerce software designed for businesses searching for a simple way to build and manage an online store with the ability to increase conversion rates.

Interspire Shopping Cart streamlines the buying process with features such as single page checkout, integration with Google Checkout, shipping zones and order processing. The intuitive software contains all the necessary tools online retailers need to be successful including marketing and advertising integration with Interspire Email Marketer, a browser based email marketing and autoresponder software, and Interspire Knowledge Manager, an FAQ and knowledge base software.

Additional features include an automatic Google Adwords generator, statistics and analytics, store management features for integrating payment and shipping providers, multiple currency support, and synchronization with Intuit QuickBooks.

The easy to use software allows store owners to design, customize and setup an online presence in minutes, comes with

a built in content management system to quickly create or modify pages with company information, news or shipping and returns policies.

Get Started Today

To find out more contact Interspire:

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