

“

*We have saved countless hours and eliminated unnecessary calls to a Web designer which translates to more than \$6,000 in savings.*

”

Tony Fontecchio, Founder  
HomeToDreamHome

## Luxury Home Improvement Retailer Upgrades Store Functionality, Increases Site Traffic and Saves More than \$6,000 Using Interspire Shopping Cart

### Business Goals

- Create professional looking site
- Boost site traffic
- Reduce lag time for adding new products

### Business

HomeToDreamHome targets businesses and homeowners who are searching for luxury items for improving their lifestyle.

### Approach

While HomeToDreamHome had an existing e-commerce site, the owner, Tony Fontecchio was interested in raising the quality of his online store. As the business expanded its product line with additional stock, changes needed to happen regularly and rapidly. Working with a web designer, Tony found that his site was built on code that was unique to his business, which meant he had to rely on the outsourced web designer for updates and often experienced a lag time when new products needed to be added to the store.

### Solution

After conducting a Google search, Tony found Interspire Shopping Cart. The software was appealing to him because it featured professionally pre-designed themes which would allow him to redesign his store rapidly and maintain a professional image. Interspire's store management capabilities also make it very simple for store owners with little to no technical background to customize their product offering.

Because shoppers were accustomed to a large selection of products, it is important for HomeToDreamHome.com to offer

more options for payment and to simplify the buying process to increase the probability of sales.

HomeToDreamHome was also interested in the streamlined checkout functionality built into Interspire Shopping Cart. Interspire Shopping Cart works with the world's most popular payment and shipping providers including Google Checkout, PayPal, UPS, USPS, Rabo iDEAL, eSELECTplus, eWay and many more.

## Results

“We have saved countless hours and eliminated unnecessary calls to a Web designer which translates to more than \$6,000 in savings,” commented Tony Fontecchio, owner, HomeToDreamHome.

Interspire Shopping Cart is easy to use and operate, which meant Tony has better control over which products were added to the store and how often updates could occur.

Positive customer feedback about his simplified checkout process as well as an improvement in web site traffic has made the move to Interspire Shopping Cart a resounding success for HomeToDreamHome.

“Interspire has launched an exceptional solution and helped us overcome some longstanding problems,” stated Tony. “Interspire’s attention to details makes our lives much easier. Compared to alternative shopping cart software, Interspire is the hands down champion.”

## 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:

Phone (USA/Worldwide) 1800 939 5570

Phone (Australia) +612 9262 7770

Email: [help@interspire.com](mailto:help@interspire.com)

Web: <http://www.interspire.com/shoppingcart>