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Robyn Sandoval, Owner Rokyn Robyn Web Design

Rokyn Robyn Web Design Helps Clients Get Rockin' Good Traffic, Conversion Rates with Interspire Shopping Cart

Challenge

Finding an e-commerce solution that is both reliable and budget friendly

As a professional web designer with over six years experience helping a variety of small to mid-sized businesses set up shop online, Robyn Sandoval, the owner of Rokyn Robyn Web Design (www.rrwd.net), has worked with a variety of e-commerce businesses as well as a variety of e-commerce solutions.

And although she does not consider herself a programmer, Robyn has no issues playing around with code or querying tech support when she needs help.

However, when one client's Magento e-commerce software started acting up, dropping data out of the database and wreaking havoc with the site, Robyn suggested it was time for a change.

"Magento was just a nightmare," she recalled. "It was really difficult to manage. Any time someone bought something it would pull the product out of the database. And it had all of these bugs, which we couldn't track down. It got to be overwhelming, until finally the site went down."

While convincing the client he needed a new e-commerce solution wasn't difficult, Robyn was concerned about finding one that was both reliable, with great tech support, and budget friendly. And the e-commerce she chose had to be easily customizable, easy to use, and easy to maintain, too.

Solution

A shopping cart with the features, ease of use, and reliability you need, from a company that prides itself on providing top notch tech support

Fortunately for Robyn – and her client – she didn't have to look very long or hard for a new e-commerce solution. Just a few months before, Robyn had started using Interspire Email Marketer, which allows businesses to create, send, track, and profit from email marketing, and loved the software. In particular, she really liked how easy it was to use and the "awesome" tech support.

So when Magento started to bug out, Robyn decided to check out Interspire's e-commerce solution, Interspire Shopping Cart. While she knew Interspire had great tech support and the features she was looking for from her experience with Interspire Email Marketer, what ultimately convinced her that Interspire Shopping Cart was the right e-commerce solution for her and her clients was the video tour.

"The video walkthroughs narrated by Mitch [Interspire cofounder/product development manager Mitchell Harper] totally did it for me," stated Robyn. "A lot of sites have demos, but they don't have videos that really walk you through the product. I loved that personal touch of having his voice, having him walk you through it, step by step, and how simple Interspire Shopping Cart was. That's what sold me on it."

Result

Double the traffic, double the average order, and none of the hassle

Since switching to Interspire Shopping Cart in September 2008, Robyn's client, Lee's Safety Razors (www.leesrazors.com), has seen his Google traffic double as well as his average order, despite the downturn in the economy.

And Robyn attributes that in large part to the built-in SEO and SEO links in Interspire Shopping Cart, and how Interspire Shopping Cart made it easy for her to customize the site to make it more attractive to online shoppers.

In fact, Robyn had such a positive experience using Interspire Shopping Cart with Lee's Safety Razors that she recommended it to two other clients, who have since made the switch (one of them from Zen Cart, an open source solution like Magento). And she has a third client ready to switch as well.

When asked why she is so bullish on Interspire Shopping Cart, Robyn sites the ease of use and the time savings, how it takes her

less time to design a site with Interspire Shopping Cart than with other e-commerce solutions.

"I love the way the files are laid out," she said. "It's easy to customize, which is really important for me. All of the panels and all of the snippets are perfect. And the style sheets are really clear. So I don't have to get in there and reinvent the wheel every time, like with some other e-commerce solutions."

She also liked the built-in analytical tools and performance reports you get with Interspire Shopping Cart – and the tech support.

When asked how Interspire Shopping Cart stacked up to other solutions, particularly free open source e-commerce software, Robyn chuckled. "I've just been evaluating two other packages right now. And to be honest, I've used their free trials, and I cannot figure out how to customize them – even just moving a picture from the left side of the screen to the right side of the screen." And she considers herself pretty tech savvy. With Interspire Shopping Cart, however, "it's easy to do that kind of stuff," she said.

And Robyn and her clients are looking forward to utilizing some of the new features in Interspire Shopping Cart 5.0, especially the discount rules, which allow you to run automated store-wide promotions and special offers, such as "Buy One, Get One Free," "Get \$10 off When You Spend Over \$100," and "Buy 5 Items and Get Free Shipping."

Robyn also liked how with Interspire Shopping Cart 5.0 you can see a list products right on the dashboard. With other shopping cart solutions, she said, you "had to kind of guesstimate how many products you had, based on Google feed and other things. I knew a range, but I didn't know the exact number of product," she explained. With Interspire Shopping Cart 5.0, though, "it tells you, 'You have 2,700 products.' I find that to be really helpful. I also like how everything's integrated with analytics, so I can see ecommerce-specific conversion rates. You'd be surprised how many companies don't offer that. And support."

Indeed, while Robyn acknowledged that there are many perfectly adequate shopping carts/e-commerce solutions out there, only Interspire, she said, has given her and her clients the depth of features, ease of use, and support she and they need to be successful.

"I like the company. And I really love the software," she said. "That's why I encourage my clients to use it."

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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