



## Improving Sales Conversion 420% for a Leading Wireless Carrier...

### Situation

The eCommerce site for this leading wireless brand had not optimized the alignment of handset and service plan with online shoppers' core needs and preferences, resulting in the loss of potential sales.

### Solution

Rosetta helped this client by launching a Personality-driven online product recommender that aligned consumer preferences with the best set of 3 handset service plan combinations. Then, shoppers were profiled in real time using a short survey tool. Finally, Rosetta developed, tested, and optimized Personality-driven decision rules to configure and present individually personalized sales copy and phone, plan and accessory packages.

### Results

- In a rigorous test versus a control format, Rosetta's Personality-driven package increased purchase conversions more than 4 times, and more than 80% of buyers purchased the precise package configured by Rosetta's package configurator.
- As a result, this client expanded the Rosetta product recommender online and deployed it to 7,000 in-store kiosks.