



TROO HEALTHCARE

Case Study

“In the first month we saw our bounce rate drop by three per cent and an **increase per order of 37%.”**

Troo Healthcare spokesperson.



Troo Healthcare is an ecommerce store which specialises in the sale of natural health and beauty products. As an internet only venture Troo Healthcare’s mission is to attract customers and convert as many as possible into sales.

Since joining the UKFast network Troo Healthcare has benefited from:

- A site which loads at a speedy 690 KB per second
- A 20 per cent increase in visitors
- Decreased bounce rate due to faster loading pages

CULTIVATING A HEALTHY WEB PRESENCE

For ecommerce websites speed and reliability are vital for success. Internet shoppers rely on a smooth running site for every aspect of the buying experience, from effective marketing and great customer service to information and payment. And because ecommerce promises round-the-clock service it is imperative that websites have the highest level of uptime at any hour of the day of night.

“Our website is our main focus and is what we are putting most of our energies into” A Troo Healthcare spokesperson said: “We are ecommerce retailers of natural health and beauty products and so our service is based solely online. Although we do utilise other avenues to make sales over the internet, our website is our main focus and what we are putting most of our energies into. Therefore it is vital we give our customers a fast and reliable site from which to buy.”

WHY IS SPEED VITAL TO E-COMMERCE?

A site which is slow or riddled with downtime will never operate effectively nor will it endear itself to customers who do not like to wait. On its previous solution Troo Healthcare’s slow page loading speed meant customers were leaving often before reaching the transaction process and this was damaging sales and revenue.

“We moved over to UKFast from a shared hosting provider which was too slow for the website and our customers. Visitors were getting tired of waiting for slow pages to load and leaving. Our bounce rate was 63 per cent because

visitors were getting tired of waiting for slow pages to load and leaving. This in turn affected our conversion rate which meant we were not making as many sales as we would have liked.”

At UKFast we understand that building trust online is absolutely vital for ecommerce organisations like Troo Healthcare because the website is the chief tool for communication with the potential customer.

FASTER WEBSITES PROMOTE THE FACT THAT YOURS IS A LEGITIMATE BUSINESS

Sixty-six percent of all UK consumers are concerned about the risk associated with online shopping and stilted sites definitely don’t promote professionalism, they discourage buyers. The speed with which web users can move from one page to another displays the site’s level of customer service. Faster websites promote the fact that yours is a legitimate one and encourage customers against clicking away from the screen in annoyance, boredom or doubt.

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Ecommerce giant, Amazon, in A/B tests tried delaying the page in increments of 100 milliseconds and found that even very small delays would result in substantial and costly drops in revenue.

Troo Healthcare is certainly a purveyor of this trend. “In this first month we saw our bounce rate drop by three per

cent which was incredibly positive - for us it equates to approximately 120 extra visitors staying on our site and potentially buying. Plus, with the increased amount of time people were spending on our pages we enjoyed an increase per order of 37%. Although we are now investing more in our hosting the quality of the solution easily pays for itself and then some! I have absolutely no regrets about moving to UKFast."

WHY IS SPEED VITAL TO E-COMMERCE?

Dedicated servers provide a higher level of processing power than shared hosting, couple this with the UKFast network and businesses gain a potent solution from which to build business. Troo Healthcare now benefits from a host which serves out pages at 690KB/sec - a speed that will not only retain customers through great user experience, but propel the site up through the search engine.

In the first month alone, Troo Healthcare witnessed astounding results in both visitor numbers and conversion rates.

"When we moved across to UKFast we noticed a dramatic increase in visitors to the site. When we moved across to UKFast we noticed a dramatic increase in visitors to the site.

LAWRENCE JONES, UKFAST MD:

"Ecommerce is taking a strong hold of the online environment and it is proving to be more effective than the high street shop in many cases. This is a trend we will continue to fuel. It is great to be able to help clients like Troo Healthcare to reach their customers more quickly and more effectively."

In April on our old server we had 4,000 visitors whilst in May we welcomed 5,000 because of our improved hosting. The website is considerably faster and our customers are much, much happier which shows in our conversion rate which has increased from 1.85 to 2.35 per cent in the first month alone."

DYNAMIC SUPPORT FOR PEACE OF MIND

For ecommercers with a 24/7 web presence 24/7 support is absolutely vital. At UKFast we ensure our clients have immediate access to technical help at all hours. We don't switch over to call centres at night and pledge to answer within three rings. "Our customers are much, much happier and this shows in our conversion rate which is up 27%. We are very, very happy with the UKFast support," says Troo Healthcare. "I have called up a few times and each time I have spoken with a technical expert immediately. UKFast is second to none; it has made and is still making a massive difference to Troo Healthcare in terms of speed, service and reliability. We're very, very happy."

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If great performance and consistent results are important to your business, then you need to talk to one of our hosting experts today.

Call now on 0800 954 0896
or visit www.ukfast.co.uk/business-critical-support.html

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