



Helping you to
press the right buttons

Applying cognitive and behavioural
psychology to website dialogues

The psychology of buying

Average transaction closure rates for the top e-commerce sites languish at about 2.8% of visits. Some sites see customers abandoning shopping carts at rates approaching 30% to 60%. Moreover, 3% to 5% of customers leave the minute that they are presented with data that is not relevant to them. ¹

The keys to developing trusted on-line relationships in which customers are delighted by the shopping experience, are closing transactions and, most importantly, are returning to your website are many and varied. However, the most important factor is often ignored. This is the simple fact that people are individuals and want the shopping experience to be as personalized as possible, with website behaviour and language tailored for them. In face-to-face sales situations, skilled salespeople will ask potential customers qualifying questions before launching into their "pitch." They will observe body language and the tone of the customer's dialogue. The best salespeople will then dynamically modify the sales conversation based on what they learned about the customer's buying preferences. Psychologists have demonstrated that by observing the language and behaviour of a potential customer, you can determine their buying behaviours. The most critical information includes how they make decisions, what is motivating them to buy, and how they prefer information to be presented. Aligning language and behaviour with a customer's preferences significantly increases the chance of closing a transaction with that customer.

(1) Forrester Research 2006, Gartner Group 2006

What we do

We provide software that uses behavioural psychology to give e-commerce marketers new insight into their customers' buying behaviours allowing them to optimize the web experience for every customer. 1) We observe e-commerce customers' online buying behaviours... 2) and use cognitive and behavioural psychology to align website language and behaviour... 3) increasing transaction closure, customer loyalty and average ticket size.

We are applying cognitive and behavioural psychology to website dialogues. We believe that website communication should be as dynamic, flexible and customer-focused as any person-to-person communication. Standard analytics tells you what is happening on your website. We can tell you about the behavioural profile of **who** is coming to your site and give you understanding of **what** cues they will respond to and what they will filter out.

Our software determines the buying behaviour profile of website visitors automatically and transparently. By tracking a customer's behaviour on a website, our software allows us to determine how that customer makes buying decisions, **what language we should use when we present the product to the customer** and how to increase conversion rates.

Three options

Market Maestro- Provides a new view of customer segmentation based on language and motivation to behave. Examines drivers to the site and delivers recommendations of changes that could be made to: increase application completions and turn visitors into customers.

Web Persona – Tying customer segmentation into your CRM system. Delivers understanding of individual customer's preferred linguistic style and delivers that information to your telesales team.

Web Legend – Enables dynamic personalisation of website content for every customer.

Who we are

Intervention Space was originally set up in 2000 to develop new approaches to understanding what drives human behaviour through communication. We help our clients to transform their business and re-think the way they engage with staff, customers, partners, influencers or other stakeholders - as well as improve the way various parts of the business operate and interact with each other.

Intervention Space partners with 7 billion people, founded in 2007 to address the biggest Issue in e-commerce, **how do I turn more website visitors into customers**. Over four years 7billion people's software engineers partnered with behavioural psychologists to develop an algorithm that accurately measures a website visitor's buying preferences from their clickstream. This algorithm uses key learnings from behavioral and linguistic psychology to determine how a customer prefers to consume information and what information they need to make a buying decision.

Working with great companies

Here are a few examples of our work:



Hitachi data system increase in conversion of 50% only twelve weeks after installing Market Maestro.



Dell increase in lead generation 30% Ninety days after the implementation of Market Maestro on Dell's Enterprise pages, lead generation from website forms increased by 30%



Sales conversion rates were measured to be 70% higher than the standard rate previously experienced by 121carhire.com.

For further information

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