



Project Overview

School Supplies | WooCommerce

abcschoolsupplies.ie

About ABC School Supplies

Based in Letterkenny, Co. Donegal, ABC School Supplies provides a portfolio of around 22,000 separate products to educational establishments from early years to higher education. These include furniture, arts and crafts supplies, books, learning resources, PE and sports, cleaning equipment and much else besides.

Challenges

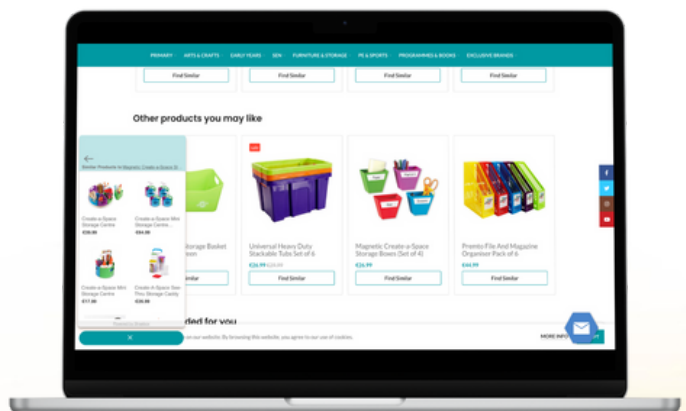
- Bringing back the trust: ABC School Supplies' essence resides in "The Company Teachers Trust." Hence, replicating in-store experience online was vital.
- Finding more customers: Increased traffic to the website indicated the need for better optimisation to convert visitors to customers.

Implementation

ABC's technical consultant seamlessly integrated Shopbox into their site following instructions provide in an email, completing the process in mere minutes.

"I was impressed at just how quickly and easily we got Shopbox installed and up and running."

Brian Higgins, Managing Director
ABC School Supplies

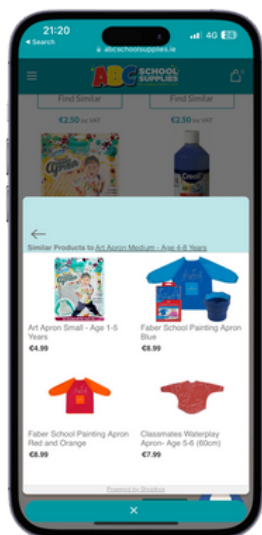


Shopbox's AI-powered carousel and pop up sales assistant

Solution

The expected outcome

ABC School Supplies staff, including telephone sales assistants, also leverage Shopbox to suggest relevant products. With a vast range of 22,000 items, Shopbox is helping back office support staff and online shoppers find tailored items seamlessly.



Optimised for mobile browsing

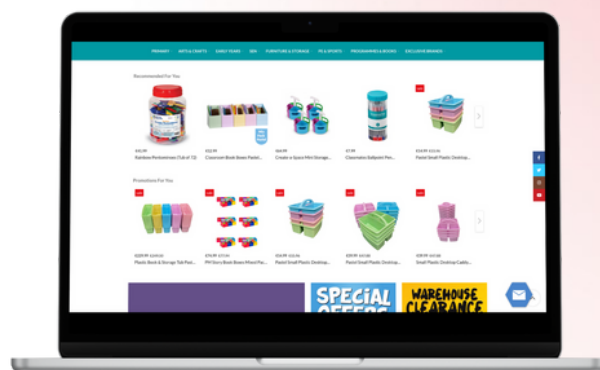
...and the unexpected outcome

Shopbox engages shoppers early, significantly reducing the buying cycle.

Pre-Shopbox, customers took around six website visits to decide, now it's only 2.8 visits, largely due to the 'Recently Viewed' feature.

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“With Shopbox we are getting shoppers' attention early on their shopping journey.”



Dynamically generated homepage product suggestions

Results

- Shopbox usage has resulted in a 46% increase in AOV for ABC School Supplies.
- Additionally, there's a remarkable 333% surge in conversion rates.

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“Previously we had a bounce rate that was about average for the industry...now people are staying on the site longer.”

More about Shopbox AI

We are a multi-award winning retail technology company that believes the customer should be at the heart of everything online retailers do.

That is why we created our AI-powered platform rooted in consumer behaviour and shopping psychology.

Founded in Ireland in 2020, we have grown internationally and support brands such as Schuh, ToolStation, Eason's and Petstop.

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www.shopbox.ai | [Contact Us](#)

