

## E-commerce Portal



E-commerce portal invests in Dimension Data's portfolio of services to guarantee the customer's satisfaction

### Industry

E-commerce

### Region

Americas - Brazil

### Challenge

Prove to advertisers the quality of the access and streaming of videos available to the internauts

### Solution

Webfeel

### Results

- ▲ Prove to the advertiser the efficacy of the online services
- ▲ Bring to the market examples of the guarantee of comfort to the consumer online

### Executive Summary

At the beginning of 2006, when a Sales TV Channel inaugurated its portal on the Internet, it took with it the goal of channel work: ensuring consumer satisfaction, through the products acquired. To prove the of the accesses and streaming of videos available to the internauts the company contracts webfeel, a web monitoring service which monitors, ensures and improves the quality of the web applications, based on components such as monitoring, performance, inventory count, search and consultancy, developed by Dimension Data Brasil - world leader in the supply and management of services and solutions for IT infrastructures.

### The Challenge

*Prove to advertisers the quality of the access and streaming of videos available to the internauts*

The portal publishes approximately 3 thousand advertising videos, shows the mark of 2 million page view/month and generates 30% of the sales of the group. The online sales correspond to 40% of that which the Sales TV Channel Group gained in 2006. In order to continue growing, the company was faced with a challenge: prove to the advertisers the quality of the accesses and streaming of videos available to the internauts

### Solution Supplied

*Certificate of Online Transmission*

In order to monitor the Portal, the company chose the webfeel to measure the real quality of the experience of the internauts when watching a video. The result of this analysis is consolidate in an unprecedented document in the Brazilian market of web advertising, the Certificate of Online Transmission. Using the webfeel guarantees that the Sales TV Channel has updated information about performance, availability and speed of vide transfer online, during twenty-four hours a day, seven days a week. According to the president of the company, this document will prove to the advertiser the efficacy of the services provided by the company on the Internet. "From the monitoring services provided to us by the webfeel, we can build an instantaneous and detailed picture of the quality of our portal".

### The Benefits

*An instantaneous and detailed picture of the quality of the portal*

The Certificate of Online Transmission generated by the webfeel proves without the shadow of a doubt the degree of quality of access, performance and streaming of the videos offered by the Sales TV Channel Portal, besides detailing the degree of satisfaction of the internauts. It is an instantaneous picture permanently updated of the efficacy of the services offered by the company on the Internet. Thanks to the webfeel, the Sales TV Channel is the first portal of e-commerce which guarantees to advertisers, in the SLA, the high standard that the online consumer will find upon visiting the site.

The partnership between Sales TV Channel and Dimension Data shall also produce the first national benchmark applied to e-commerce portals. "Our goal is to take the strength of our brand to wherever the consumer is in a manner which always preserves the commitment of the company to attending to the customer with quality", explains the president.