How De'Longhi saw an ROI of 1,540% in 4 months with Optimy

Results at a Glance

1,540%
ROI in 4 months of switching to Optimy

7.5x
Increase in avg. monthly sales through chat

800+
High intent demos conducted per month

"This is like the coolest thing ever and I don't know if you know the head marketing people there, but you can tell them that this is fantastic."

- De'Longhi client after using Optimy to chat with a live expert

Selling $2,500 Coffee Machines Online

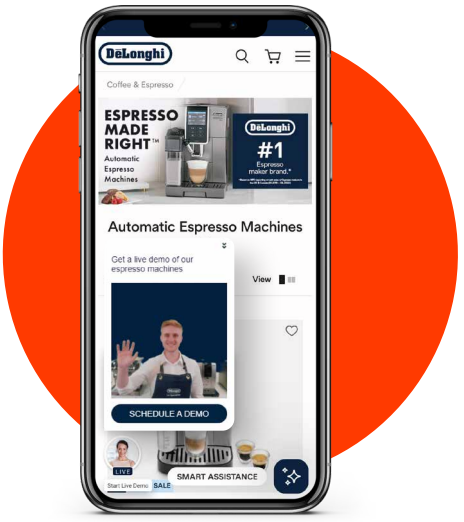
De'Longhi is a premium espresso and coffee machine manufacturer.

It offers a wide variety of products to meet different needs, and buyers can get confused on what's right for them.

With machines costing up to $2,500, customers also felt that it was important to get a feel for how the coffee maker works before buying.

De'Longhi wanted to use their website to drive more sales, and the pandemic forced them to pivot quickly to a digital-first sales strategy.

Their previous tool could do live demos, but it couldn't offer the level of client experience they wanted. De'Longhi wanted to proactively engage incoming website visitors and educate them on their products and offer sales support.



"You've been very helpful, and I feel better about moving ahead with this. This is super, it's a great function. I appreciate your help."

- Another De'Longhi client after using Optimy to chat with a live expert

How De'Longhi saw an ROI of 1,540% in 4 months with Optimy

A Stellar Experience Online and In-store

De'Longhi saw an immediate difference with Optimy. Clients were engaging with De'Longhi experts to get live product tours and learn more.

Clients raved about the functionality and often said they felt more confident about buying from De'Longhi after getting a tour of the product.

De'Longhi and Optimy also partnered up to offer QR Code to Chat. If a customer in-store scans a QR code pasted on a De'Longhi product, they're directly taken to an Optimy chat screen, where they can engage with a De'Longhi expert to get a demo and make a buying decision.

"We recently added Optimy's QR Code to Chat feature directly onto our brick-and-mortar retail product displays. Not only has this helped to close the sale on the spot but our customers have commented how easy this technology is to use."

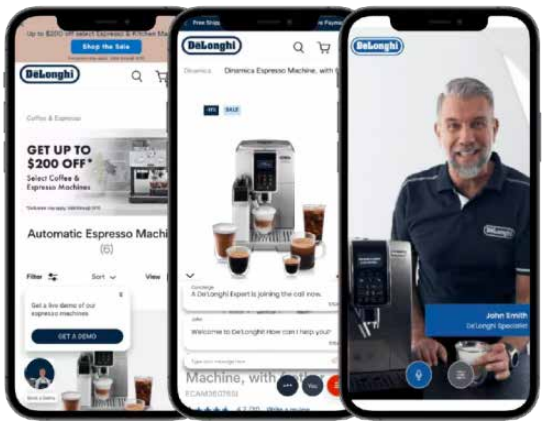
- Graham Anderson, Field Marketing and Training Manager at De'Longhi America

How to Sell Complex Products Online

Selling complex, pricey products on your website can be tough.

You might find that your buyers don't understand your product's value the same way they do in-store. They might be confused as to what to actually get for their specific needs.

As we saw with De'Longhi, there's another way.

Optimy proactively finds and engages high sales intent buyers on your website using AI.

It can route high sales intent buyers to a live expert, who can use Optimy to do product tours, provide advice, and use industry-first features to close the sale without leaving the site.