

# Sport Chek and Shoppers Share the Win with Relevant Product Recommendations



SPORT CHEK

Based in Calgary, Alberta, Sport Chek is Canada's largest national sporting goods retailer. Given the size of Sport Chek's catalog, they needed a website optimized to guide customers to what they want and need.



9%

Increase in Site Wide Revenue Per Visitor

Before Reflektion Sport Chek's eCommerce software recommended a roll of hockey tape to customers considering a hockey jacket.

For Afton Flynn, Sport Chek's User Experience Project Lead, a \$2 roll of hockey tape was not "a relevant product recommendation" for those considering a \$300 jacket.

This changed with Reflektion.

"With Reflektion we actually boosted our revenue per visitor 8-9%, by showing other jacket colors and higher ticket items. With our old solution, we saw products recommended that weren't really related to the product page you were on at all, usually what would show up were just top sellers," says Flynn.





“Reflektion’s algorithms tied into what the user had been looking at that session,” Flynn says. “It just personalized it a lot more.”

Reflektion also improved the visual search experience for Sport Chek’s customers and created a smoother onsite user experience. These upgrades make it easier for the shopper to find what they’re interested in — which encourages them to return. While Reflektion can “work on the fly” to meet Sport Chek’s changing needs and run A/B tests, Flynn says Sport Chek’s old software required “a very long, strenuous process to get anything done.”

“Having the A/B test reinforced our decision to move forward with implementation of Reflektion on the site.” And when product recommendations were moved up on the product page, “we had some real positive results from that.”



Flynn is also impressed by Reflektion’s customer success team and their quick response to Sport Chek’s needs. “If we find a bug, they’re on it right away,” says Flynn.

“Being able to change our design with Reflektion, and test with Reflektion was a huge plus for us because it means we can optimize more and more as we go.”

By increasing the relevance of Sport Chek’s website and connecting customers to products tailored to their interests, Reflektion helped lift Sport Chek’s conversion rate and average order value.

