



AT INTERNET

Digital Intelligence Solutions



TOTAL

# TOTAL OPTIMISES ITS ONLINE ORDERING PROCESS

CASE STUDY



AT INTERNET

# TOTAL

Using digital analytics data, Total optimises its online ordering process and boosts conversion rate

Customer  
Total



Industry  
Industrial - energy

Vendor  
AT Internet

Key numbers  
• €177.7 billion in revenue (2014)  
• 100,000 employees  
• Operations in 130+ countries

Solutions  
• *Analytics Suite*

Benefits  
• Set up a “click-to-call” process to optimise online ordering  
• Conversion rate doubled for online fuel orders  
• Improved customer service and satisfaction

*“AT Internet provides managers at Total France with key information for improving our offerings.”*

*Cédric Vigneau,  
head of E-Business at Total France*

## INTRODUCTION

Total is the world’s fourth-largest oil and gas company and second-largest solar energy operator with SunPower. With operations in more than 130 countries, Total counts more than 100,000 employees committed to better energy.

## OBJECTIVES

- Improve the online fuel ordering service on the Total.fr site
- Promote consistency among the different ordering steps
- Significantly increase the conversion rate of fuel orders
- Guarantee reliable and immediate information for Internet users

*“Our users need a reliable and immediate response.”*

## SOLUTIONS

The Total e-Business team has been using AT Internet’s solution for several years. The first analysis reports showed a high potential for online fuel orders. AT Internet’s tools also turned out to be essential for conducting an in-depth analysis of Internet users’ browsing habits. This analysis drew attention to the drawbacks of the ordering system (for more information, refer to the case study below).

*“Our analytics tool must meet the most rigorous demands.”*

## BENEFITS & RESULTS

- Optimisation of the ordering process through setting up a “click to call” process
- Conversion rate doubled for online fuel orders
- Considerable improvement of the online service and customer satisfaction
- Important strategic success for Total, which now includes e-Business as part of its global marketing approach

*“This is a strategic success and has considerably improved the service for our customers.”*

## USE CASE: OPTIMISE THE ONLINE ORDER PROCESS

### SEARCH CAMPAIGN

Following a search campaign launched on Google, Total observed that 60% of Internet users who clicked on the sponsored link had carried out a search for fuel on its site.



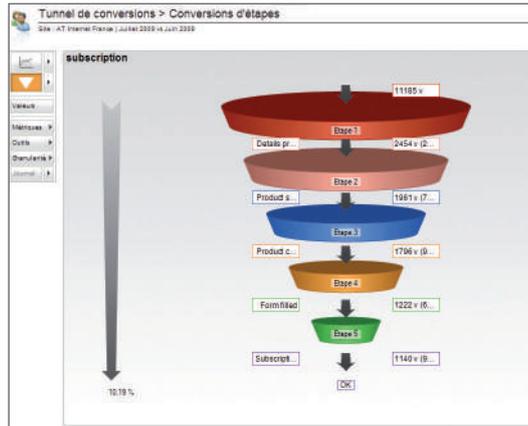
### DISCOVER POTENTIAL

At the same time, conversion analyses in the AT Internet interface indicated that only 40% of these searches led to a fuel order. Total quickly recognised the importance of optimising this process.



## ANALYSE PROCESS

Using the AT Internet solution, a study into Internet user's browsing habits was conducted. A gap in the process was identified: When the Internet user reached the fuel trader in his region, he was obligated to set a delivery appointment by telephone.



## IMPROVED SERVICES

The study led to the setting up of a “click-to-call” system direct to traders, and conversion rate doubled.

COMMANDE DE FIOUL

Cette commande ne vous engage pas, vous serez simplement recontacté pour en fixer les modalités.

Les champs marqués d'une \* sont obligatoires

Vos coordonnées

Civilité\* [dropdown]

Prénom\* [input]

Nom\* [input]

Je suis client  Je ne suis pas encore client

Code client [input]

Adresse\* [input]

Code Postal\* [input]

Ville\* [input]

Email\* [input]

Téléphone\* [input] [Personnel dropdown]

## BUSINESS BENEFITS

- Product marketing department: Measure the impact of the product range
- Purchasing/Sales: Anticipate supplies
- Information systems manager: Anticipate increased site activity
- Trading partnerships manager: Give value to partners



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## About AT Internet

AT Internet is one of the world's major players in digital analytics. Its decision-making solutions and services provide companies with an integral analysis of their performance and presence on all digital platforms. The strength of AT Internet's technology and the quality of its customer relations are recognised worldwide. AT Internet has more than 3,800 clients all over the world from all sectors. The company, which has more than 200 employees, is present in 32 different countries through its clients, subsidiaries and partners.

## About TOTAL

Total is the world's fourth-largest oil and gas company and second-largest solar energy operator with SunPower. With operations in more than 130 countries, Total counts more than 100,000 employees committed to better energy.

## DISCOVER YOUR DATA'S TRUE POTENTIAL

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