



Case Study



How Nibble helped boosting Customer Engagement

Who is Orient Knives?

Orient Knives is a UK company founded that produces exceptional knives made from Japanese and German steel. With its premium material and perfect ergonomics, it provides high quality sharp knives perfect for chefs around the world. Orient Knives sells through digital platforms and products can be purchased on their website and on their Amazon shop.

Orient Knives meets Nibble

Orient Knives aims at delivering a premium experience, both with its high-quality product features and with the experience it provides (well-designed website, premium packaging). In recent years, Orient Knives has been relying heavily on discounts to boost volumes, with times at which the entire website was on sales. Although this has proven to be an efficient technique, Orient Knives' strategy team is now aiming to change its brand image and better align its strategy to a premium product. In that regard it was looking to innovate its discounting and pricing methods and get away from the high reliance on discounting.

In February 2021, Nibble was introduced on Orient Knives' website. Nibble is an AI powered negotiation chatbot that allows customers to negotiate for discounts. It is a fun and engaging way to provide personalised pricing and boost emotional attachment to a brand.



“Great solution, very easy to install. It increased sales, allows to control margin and its fun for our users. Very happy so far!”

Nick, CEO of Orient Knives

Solution

Orient Knives has been able to easily install the Nibble Shopify App. In only 10 minutes the “Nibble” button was available on the products of Orient Knives' choice and allowed customers to negotiate the price. The target discount has been carefully thought by the pricing team to provide a deal attractive to shoppers and to keep Orient Knives' margins aligned with its target. After seeing a success and quick adoption from customers, Nibble introduced a new rule to convert undecided shoppers: the Nibble button does not appear the first time a shopper enters the page, but only when they return to that product; empowering the user to name their price.

Lastly, Nibble was added to the email marketing strategy and integrated with Klaviyo on cart abandonment and customer win-back emails.

Challenges

Orient Knives attempt to boost sales has been translated by a heavy discounting strategy with most items on the website sold at a discount. Whilst its target customers are cooks and chefs that need high quality utensils, the premium and quality of the brand has been impacted by such approach.

In an attempt to redefine their pricing strategy whilst keeping prices attractive, Orient Knives has agreed on a partnership with Nibble to improve customer engagement and provide a unique and personalised shopping experience to its customers.



5 inch Steak Knives (Serrated) - Carbon Series - Set of 4

☆☆☆☆☆ Be the first to review this product

£79.99

Serrated steak knives are the popular choice as they require little to no maintenance. The serrated blade will retain its edge for longer, even when used on hard surfaces such as ceramic plates. The serrated steak knife is a versatile knife, which can also be used for bread and some fruits too.

- 1 + [ADD TO CART](#)

[Negotiate](#)

Instant Chatbot - No Login Needed

See The Packaging

SKU: ORICARSERSTK4

Result

Engagement and conversion have both been boosted by Nibble's introduction, with **more than 30% of the items added to basket after a negotiation and a purchase rate of 12.4%**. Nibble also gathered some interesting insights on upscale possibilities as by reviewing the insights from the chats they were able to find out which additional items people wanted to buy to better create product bundles.

A survey of customers also showed satisfaction and willingness to repeat the experience, with all reporting a high enthusiasm towards the innovative and fun side of Nibble during the negotiation and hoped to see it on more items.

30%

Added to Basket

12.4%

Purchased



Try Nibble



Improved
Conversion



Real Customer
Engagement



Compelling &
Unique Insights



Take Control of
your Discounting