



Overview

The need

To boost customer loyalty, American Eagle Outfitters wanted to ensure that it could deliver high-quality shopping experiences on every digital channel.

The solution

The company implemented IBM® Tealeaf® solutions, enabling its analytics team to identify and eliminate sticking points along the customer journey.

The benefit

American Eagle Outfitters can now implement improvements to its digital channels based on real-world customer behavior – increasing customer satisfaction and nurturing loyalty.

American Eagle Outfitters improves the online customer experience

American Eagle Outfitters, Inc. (AEO) is a leading global specialty retailer offering high-quality clothing, accessories and personal care products for teens. AEO operates more than 1,000 stores in North America and ships to 77 countries worldwide through its ae.com e-commerce website.

To maintain its competitive advantage in the competitive fashion-retail industry, AEO relies on IBM Tealeaf customer experience management solutions to ensure a seamless retail journey across all online channels.

By implementing IBM Tealeaf solutions, the AEO web analytics team gained deeper insight into customers' online behavior, and each interaction customers had with the company website. The analytics team can now quickly find the root causes of negative customer feedback about its digital channels, and resolve them rapidly – improving customer satisfaction, boosting retention and increasing customer loyalty.

Success in the e-commerce sector depends on a deep understanding of customer behavior. “IBM Tealeaf solutions have enabled us to take the customer experience to the next level by bridging the gap between the feedback our customers send us and our actual interactions with them online,” says Joe Megibow, SVP/GM Omni-channel eCommerce at American Eagle Outfitters, Inc.



Solution components

Software

- IBM® ExperienceOne
 - IBM Tealeaf® CX
 - IBM Tealeaf cxImpact
 - IBM Tealeaf cxView
 - IBM Tealeaf cxConnect for Voice of Customer
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Identifying the challenges

In the past, AEO relied on limited information from customer feedback forms to provide insight into digital customer experiences. Using surveys meant that the company's web analytics team had incomplete information, making it extremely difficult to replicate the exact circumstances that prevented customers from successfully completing their purchases. As a result, it was a tough challenge to identify "sticking points" on the online and mobile journey that frustrated its customers.

Finding a better approach

To address these challenges, AEO implemented IBM Tealeaf CEM solutions – enriching its existing voice-of-customer solution with insight into real-world customer behavior, and enabling proactive experience improvements to the digital channels.

Today, the team can replay sessions that resulted in negative customer feedback step-by-step and truly understand the obstacles that customers described, as well as how many users experienced the same issue and its likely financial impact. With IBM Tealeaf CEM solutions in place, AEO can rapidly identify website issues and be proactive in its site-optimization efforts across the online and mobile channels.

Win 1: Recovering tens of thousands dollars in lost sales by fixing a corrupted shopping cart

Problem

Previously, the web analytics team was unable to determine the real causes of low conversion rates. Although customers provided feedback such as, "could not purchase items", or "the items on my cart cost zero dollars", using traditional analytics tools made it difficult for the team to validate the issues described and measure the business impact. As a result, thousands of customers abandoned their purchases, and left dissatisfied.

Solution

Soon after the IBM Tealeaf CEM solutions were deployed, AEO was able to reconcile cryptic customer feedback with what actually happened in each digital journey. The team discovered an issue with a corrupted shopping cart that caused a checkout total of zero dollars when certain items were added. Because only certain products triggered the issue, the web analytics team was unable to replicate the effect until they had seen replay sessions from affected users. Thanks to improved visibility of customer sessions, AEO rectified the broken cart issue and reached out to the affected customers to capture the lost sales.

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Win 2: Increasing mobile traffic by 20 percent by rapidly identifying experience issues

Problem

AEO recognized that an increasing number of customers preferred to shop via its mobile channels. Working together with other parts of the organization, the web analytics team aimed to drive up traffic and increase sales on the mobile channel.

When one customer wrote: “I get emails asking me to leave feedback. I click on the link, then I can’t even get to where I need to review the items purchased.” AEO realized it needed to identify and solve the underlying issue quickly. Although the team had large amounts of experience data for the e-commerce website, it did not have deep insight into how customers interacted on the mobile channel, which involved the additional complexity of multiple mobile devices, browsers and screen sizes. These challenges prevented the team from understanding why certain mobile customers could not post reviews.

Solution

With IBM Tealeaf CEM solutions, AEO detected and corrected a mobile compatibility issue on its review pages. Using the experience insights from the IBM solutions, AEO redesigned its review page to provide intuitive pathways for touch-based devices. By delivering a smooth, seamless journey for customers browsing, shopping and posting reviews on the mobile channel, AEO has increased mobile traffic by 20 percent.

Win 3: Recovered customers from incorrect discount codes within minutes

Problem

When AEO displayed a discount code on its website, the analytics team noticed that rather than increasing revenue, the promotion was actually attracting negative feedback. After seeing, “Your discount code was not recognized” several times during the checkout process, many customers abandoned their purchases.

Solution

AEO turned to its IBM Tealeaf CEM solutions, and found the underlying cause of the issue in minutes. To the team’s surprise, the discount code displayed on the site had too many zeroes, causing the code to be rejected at the checkout. The customer relations team quickly reached out to the affected customers, and helped them to complete their orders.

Win 4: Improving customer satisfaction by eliminating account-reset errors

Problem

When complaints related to account login and password resets rose to 50 percent of the total volume of negative feedback, the web analytics team at AEO wanted to take fast action to improve customer satisfaction. The challenge was that the feedback alone did not provide a solid basis for understanding how customers were interacting with the account login page, and the root cause of the experience issues.

Solution

With IBM Tealeaf CEM solutions, the web analytics team gained the full context of each customer's interaction on the account login page.

The team discovered that a machine-generated email tool was the main culprit behind the increasing account login complaints. Each time a customer reset their account username or password, the process erased the browsing session. This meant that customers had to go through the laborious process of re-adding their chosen products to the cart, and re-entering their shipping and billing information.

After identifying the issue and determining the number of customers it affected, the web analytics team redesigned the account login and password reset process. Today, AEO customers can reset their login and password details without the inconvenience of repeating their shopping session.

For more information

To learn more about IBM Smarter Commerce solutions, contact your IBM sales representative or visit: ibm.com/smartercommerce



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