

Increasing conversion rate and revenue through a customer-centric optimization framework



LexisNexis is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets.

Across the globe, LexisNexis provides customers with access to billions of searchable documents and records from more than 45,000 sources.

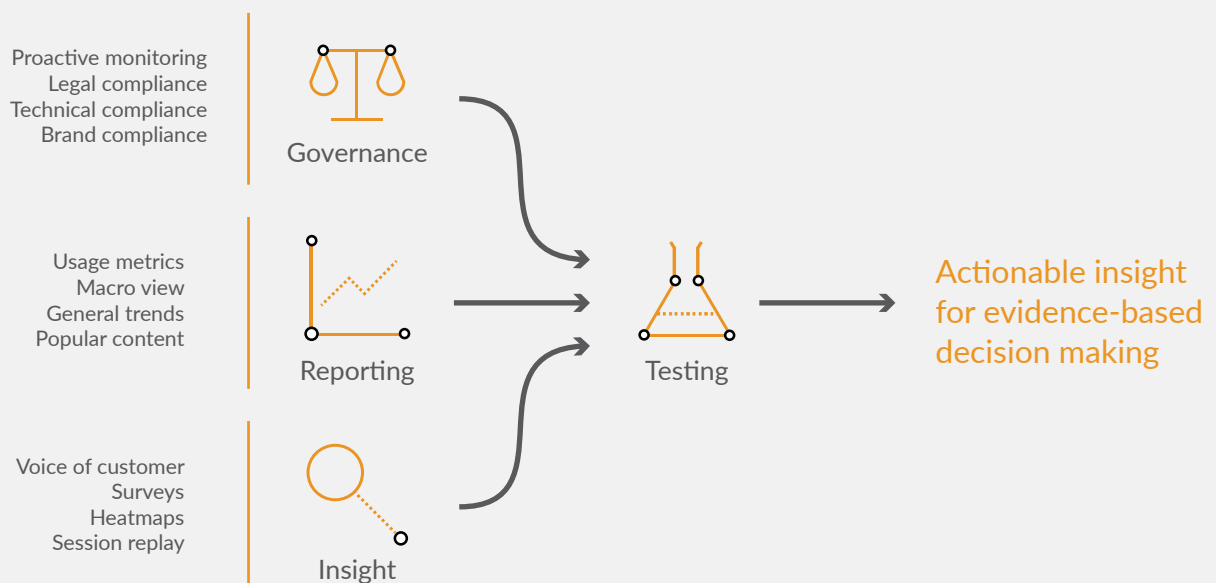
Business objectives

Operating as an internal consultancy, the Global Digital Business team at LexisNexis facilitates change across the organization's many digital properties. Their aim is to improve the performance of those properties whilst making it easier for other business units to build and improve their own digital assets from a centralized repository.

A unique framework for change

The global digital business team uses a proprietary framework, called the GRIT (Governance, Reporting, Insight, Testing), which acts as an engine for evidence-based decision making.

The GRIT framework



CX insights at the heart of optimization

To derive a better understanding of the customer experience across their digital properties, LexisNexis deploys a variety of technology and applications including Decibel Insight's customer experience analytics.

By linking CX analytics with other tools – like VOC and split testing – the optimization team is able to assess the evidence they provide as a coherent whole. This deep integration of CX analytics gives the most accurate picture possible of what's happening on their digital properties, and why.

Additionally it allows for behavior analysis at a variety of levels, providing everything from a 'big picture' view of all customer interactions through to segmented group behavior and even individual user behaviors.

Decibel Insight provides detailed evidence for visitor behavior and customer experiences straight from the source – the individual interactions of visitors on the web page. Those interactions are captured as they occurred, to be recreated for the analyst as session replays, heatmaps and other reports.

That raw data is also broken down into unique and novel metrics which make up the constituent building blocks of a user session, ready to filter and examine in close detail.

For Lexis Nexis, Decibel Insight performs 3 functions that are critical to the GRIT methodology:

- **Verifying VOC feedback with behavioral reports**
The quantitative and qualitative reports that Decibel Insight provides help to verify and establish the scale of issues reported through VOC and survey tools. Essentially, Decibel Insight allows the team to see an individual's journey to determine what in their session caused a positive or negative experience.
- **Providing evidence for testing hypotheses**
Because CX analytics provide a quantifiable source of real insights into on-site visitor behavior, the optimization team has a ready source of evidence through which to build a programme of iterative testing and improvements.
- **Informing content marketing decisions**
Visualizing customer experience data as heatmaps provides the optimization team with fast and actionable insights to pass on to the content marketing teams in other business units.



Case study - improving UK site performance

In January 2016 LexisNexis relaunched their UK store. 4 months after go-live and revenue, after taking an expected initial post-launch slump, had failed to rally and remained down YoY.

Following the GRIT framework, with Decibel Insight at its heart, the digital business team at LexisNexis gathered reports into visitor behavior on the new website and used that evidence to generate hypotheses for improvements:

- Relaxing anti-fraud rules relating to address checks
- Relocating the “proceed to checkout” button
- Providing clearer messaging around address matching rules

BILLING ADDRESS

☐ Billing and shipping addresses are the same

Currently chosen address:
Mr. Mark Fassbender
125 London Wall,
EC2Y 5AA, London
Aberdeenshire, UK
phone: 07702022000

Payment method

☒ Credit Card

Please note:
The Billing address and Name(s) must match the credit card holders billing address and name as it appears on the card

Stop and Read: If you need to add or change the billing address please uncheck the check-box above for 'Billing and shipping addresses are the same' and then either add a new address by entering the name and billing address exactly as it appears on the credit card used for payment, or alternatively select an option from your saved addresses. Thank you

Please check your order summary and details before continuing. Once you click 'confirm order and pay' you will be taken to our secure payment portal and will not be able to edit these items.

Previous messaging

Payment method

☒ Credit Card

Please note:
The Billing address and Name(s) must match the credit card holders billing address and name as it appears on the card

Please check your order summary and details before clicking 'place order' you will be taken to our secure payment portal and will not be able to edit these items.

BILLING ADDRESS

Please note
If you are paying by credit card, your name and billing address must be the same as the billing address used by your card issuer.

Mark Fassbender
LEXISNEXIS
125 London Wall
EC2Y 5AA, London
Aberdeenshire, UK
phone: 07785485551
[Edit this address](#)

Winning variant

Results

As a result of the changes made to the UK site, YoY performance improved.

+81%
revenue YoY

+77%
conversion rate YoY

What they say

“As an integral part of the GRIT framework, Decibel Insight provides valuable, tangible validation of areas we’ve targeted for improvement. It effectively provides the ‘why is this happening?’ to follow the ‘what is happening?’ questions we ask of our data.”

“Having the ability to see every interaction of a user on our site is instrumental in increasing the effectiveness of our continual improvement platform. While traditional analytics packages provide a lot of information and data about user behavior, Decibel Insight delivers real insight. Plus, nothing makes decision makers take notice like sending them playback sessions of struggling and unhappy users.”

Mark Fassbender
Global Head of Web Optimization
LexisNexis

