iperceptions

PURCHASE OPTIMISATION & CONVERSION
CASE STUDY

intuit.

? THE CHALLENGE

Intuit used iPerceptions, to obtain attitudinal insights from surveys, analyze the feedback, and profile site visitors. One in four visitors to the website are shown an overlay message that reads, "Would you mind helping us improve the experience on our website? When you're finished using the site, come back and answer a few questions for us." If the person agrees, the survey is layered behind the active browser until the visit is complete. Asking visitors to participate in the survey as soon as they enter the site is beneficial. "It's good to set expectations up front so they know if they're interested they won't have to do anything until they've finished with the site," Jones says.

The Intuit survey features 15 questions ranging from, "How did you hear about us" to "Did you accomplish your goals?" Jones says, "We need to know what people are coming to the site to do in order to deliver on customers' expectations."

> *"These questions drive satisfaction. They tell us whether we're building the right website or not."*

! THE RESULTS

Shortly after introducing the website surveys, Intuit discovered one root cause for site abandonment. Jones knew that the site abandonment issue was related to password retrieval. But the former Web analytics system didn't reveal the attitudinal data that could determine why the problem was happening. "What you can't tell with Web analytics is why people are doing things on your site," Jones says. With iPerceptions, Intuit discovered that when users went through the process of retrieving their passwords or user names, they landed on a page that didn't allow them an easy way back to the site. "We were creating a dead end for them," Jones says, "We read people's feedback related to checkout and saw these clues."

Intuit Global, the makers of Quicken, Quickbooks and TurboTax, had been using behavioral web analytics which provides volumes of clickstream data. However, when Intuit wanted to know why they were experiencing high shopping cart abandonment rates, they were left in the dark. Behavioral analytics didn't provide a look into why visitors were leaving the site before completing their tasks.

> *"If they were coming to our site and then abandoning, we wanted to know why. We're talking about a lot of traffic to the site. We need to know if we are delivering on their expectations and if we're not, we need to know what to fix."*

– LANCE JONES,
manager of the user experience team,
Intuit Global.

"INTUIT HAS IMPROVED CONVERSION BY AN AVERAGE OF 15 PERCENT."

❗ THE RESULTS

Another change involved redesigning the tabs on its product pages. Intuit learned that visitors didn't notice the tabs and as a result were not clicking on them. "We simply went back to the designers and asked if they could make the tabs more visible and obvious," Jones says. "We saw an improvement in the tabs they were clicking going up 30 percent."

Much of the success in using qualitative data also comes from sharing the information. Jones' team sends the user feedback from the surveys to the product managers and customer service to enhance offerings.

Additionally, monthly alerts about trends culled from the surveys updated Intuit about the impact of site changes and marketing campaigns. "It's important that a lot of groups can make use of that data."

📈 THE SUCCESS

Since deploying the online survey and making changes based on the feedback, Intuit has improved conversion by an average of 15 percent. Additionally, the company has experienced a 10 to 15 percent increase in satisfaction rates, which Jones attributes to the ability to provide a more engaging experience to customers.

ABOUT IPERCEPTIONS

iPerceptions, Inc. is the inventor of Active Research™, the evolution of Enterprise Customer Feedback Management and Digital Analytics. The company's solutions are powered by the Active Research™ platform, which addresses specific business objectives by capturing visitor perceptions in the 'Moment of Truth' using advanced engagement technologies and trusted research frameworks to drive actions in existing business processes. Founded in 1999, iPerceptions has more than 14,000 clients worldwide that trust iPerceptions for in-depth analysis of real visitor's behavior. See how iPerceptions can improve the entire customer lifecycle and your bottom line today.

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About Us

iPerceptions offers the most complete SaaS-based multi-channel Voice of Customer (VoC) solution suite. iPerceptions is the inventor of **Active Research™**, the most innovative and accurate method to conduct digital research.

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EXPERIENCE TRACKING & OPTIMIZATION
CASE STUDY

CHOICE HOTELS
INTERNATIONAL.

? THE CHALLENGE

After a website redesign, iPerceptions surveys indicated problems on the payment step of the reservation process – many customers were having trouble selecting a credit card to complete their purchases. However, customers did not provide enough information in their survey comments about what exactly had occurred on the site leading up to the issue. Furthermore, Choice Hotels employees were unable to recreate the problem for themselves.

! THE RESULTS

With iPerceptions' intelligence and Tealeaf's visual replay capability, Choice Hotels was able to quickly diagnose the problem. It turned out that during the site redesign, the company listed their branded Choice Privileges® MasterCard® as the default credit card selection. Customers using a regular MasterCard did not realize the difference and entered their card number with this selection – only to receive an error message. After several attempts, many customers simply abandoned. With insights from both tools, Choice Hotels was able to identify and resolve the usability problem. Now, no default card is displayed on the payment page and customers actively select their credit card of choice to avoid confusion.

THE SUCCESS

Choice Hotels optimizes their online channel by combining Tealeaf's customer experience management insights with iPerceptions' Voice of Customer analytics solution.

"We are now able to identify gaps in our customer experience using iPerceptions, then validate and understand the details behind the customer feedback thanks to Tealeaf. This integration has been invaluable to helping us optimize all of our online properties."

– MIGUEL ALMARAZ,
User Experience Manager,
Choice Hotels.

RETURN ON INVESTMENT

The combination of Tealeaf and iPerceptions data created more actionable insights.	Reduced customer abandonment by quickly validating negative customer experiences and resolving the root cause of issues.	Optimized web site based on actual customer data and site experiences.	Determined business impact of reported issues for better prioritization of site improvements.

"CHOICE HOTELS WAS ABLE TO REDUCE ABANDONMENT CAUSED BY THIS PARTICULAR ISSUE BY 90 PERCENT."

ABOUT CHOICE HOTELS

Choice Hotels International is one of the most successful lodging franchisors in the world. As an industry leader with millions of customers per month visiting their sites, Choice Hotels knew they needed to maintain online channels that matched their commitment to innovation and customer service. The company therefore turned to two best-of-breed solutions to keep their sites in optimal shape – iPerceptions for Voice of Customer analytics and Tealeaf for customer experience management.

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ABOUT TEALEAF

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behavior analysis. For organizations that are making customer experience a top priority, Tealeaf's solutions provide unprecedented enterprise-wide visibility into every visitor's unique online interactions for ongoing analysis and website optimization. Online executive stakeholders from ebusiness and IT to customer service and compliance are leveraging Tealeaf to build a customer experience management competency across the organization. Founded in 1999, Tealeaf is headquartered in San Francisco, California, and is privately held. For more information, visit www.tealeaf.com.
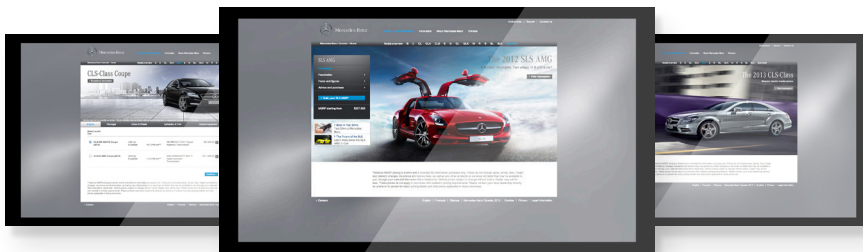
iperceptions

MARKETING
EFFECTIVENESS
CASE STUDY

Mercedes-Benz

After Mercedes-Benz USA launched a redesigned website last year full of rich media, it didn't take long for it to identify and fix glitches to ensure a positive shopping experience for its customers, the company says.

"We had just relaunched our web site last July, and we felt it was critical that we got it right," says Eric Jillard, manager of the digital marketing and customer relationship management department at Mercedes-Benz.

"it was critical that we got it right"

The car maker noticed soon after the relaunch, for example, that its build-your-own vehicle configurator was not as easy to use as site designers had expected. But before it directed its web developers to rebuild the build-your-own tool, it used iPerceptions to determine exactly how site visitors were using the tool and what they thought of it.

Focus groups are one way to gather this type of information, but Mercedes figured this approach would take too long, Jillard says. Instead, iPerceptions enabled Mercedes to get the confirmation it needed and begin developing a fix the same day.

Act faster with real-time insights

Benefit from iPerceptions' experts

Proven return on investment

MERCEDES-BENZ LETS WEB VISITORS DRIVE SITE CHANGES

"Within hours of having a hypothesis about a problem, we're able to identify the issue quickly and get the information into the right hands to fix the problem—instead of taking much longer to form a focus group."

– CRAIG CHAPLICK,
Supervisor of Digital Marketing and Customer Relationship Mgmt, **Mercedes-Benz.**

IPERCEPTIONS' SURVEY TECHNOLOGY

iPerceptions' unique intercept survey technology presents a pop-up window to randomly selected site visitors asking them to take a site usability survey; visitors who agree are presented with a survey window as they leave the site. Survey results, including ratings as well as comments by participating site visitors, are instantly available for review on iPerceptions' dashboard accessed through its SaaS portal.

"WE CAN'T GET INTO THE CUSTOMERS' HEADS WITH JUST WEB ANALYTICS."

Mindy Hatton, a digital marketing and data analyst for MBUSA.com, was able to quickly run a report on the voice-of-customer data to show specific comments visitors had made about using the build-your-own tool, she says. She then passed that on to the web development team to update the tool's functionality.

Once developers addressed the problems with the configurator tool, Mercedes-Benz then was able to see through ongoing customer feedback that visitors were reporting an improved site experience.

Mercedes has worked with iPerceptions in other ways as well. When a competitor suffered a rash of negative publicity last year over news about drivers who experienced problems with car accelerators, Mercedes-Benz built on its own reputation for safety with a video series that highlighted the positive reports it had received from customers about their personal experiences with Mercedes-Benz vehicles.

The car maker then posted those videos on its web site, and ran a TV ad that directed viewers to its site to view the videos. Mercedes then used iPerceptions to survey the customer response to the videos. The car maker learned that the TV ad was an effective means of driving repeat visitors to MBUSA.com, and that those who viewed the videos on MBUSA.com thought better of the car maker's brand compared to site visitors who did not watch the videos.

impact on brand perception"

ABOUT MERCEDES-BENZ USA

Mercedes-Benz USA (MBUSA), headquartered in Montvale, New Jersey, is responsible for the distribution, marketing and customer service for all Mercedes-Benz and Maybach products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 14 model lines ranging from the sporty C-Class to the flagship S-Class sedans and the SLS AMG supercar.

MBUSA is also responsible for the distribution, marketing and customer service of Mercedes-Benz Sprinter Vans and smart in the US.

"We can't get into the customers' heads with just web analytics."

– *MINDY HATTON*,
digital marketing and data analyst for MBUSA.com

Mercedes also uses Webmetrics Inc.'s analytics technology to determine how these visitors clicked through the site before and after seeing the videos. But the analytics alone wouldn't provide as comprehensive an understanding of what visitors think of the Mercedes-Benz brand, Hatton says.