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."

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.

! 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 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.

www.iperceptions.com   1 877 796-3600   info@iperceptions.com   🐦 @iPerceptions   📘 Find us on Facebook