How AkzoNobel Keeps Customers at the Heart of their Strategy with Usabilla’s Reporting Service: a Success Story

Overview

AkzoNobel is a Dutch multinational company that creates paints and performance coatings for both industry customers and consumers worldwide. Headquartered in Amsterdam, the company has activities in more than 80 countries, and employs approximately 46,000 people.

For AkzoNobel, customer feedback is very important. As a traditional manufacturing company, the majority of customer feedback comes in through traditional channels. As the importance of digital channels grows, AkzoNobel needs to collect customer feedback everywhere to maintain their customer-first approach.

The Project

If a customer is particularly happy at any moment, the company wants to understand why, but this is even more the case if somewhere along the journey a customer is unhappy.

Data means many things to different people, but from a digital marketing perspective, we are very much interested in understanding our customers better, in understanding their needs better.

— Lewis Alderson
Global Digital Traffic Manager, AkzoNobel

In order for AkzoNobel to act upon the feedback data from Usabilla in the best way, the company needed to combine customer feedback with quantitative data collected, i.e. web analytics and e-commerce data.

The Challenge

On top of that, organizations are comprised of different roles and areas of expertise. For instance, if you are not in a data-oriented role, it can be difficult to categorize and prioritize the data received. This brings another challenge: making data relevant for everyone within the organization. With the amount of feedback AkzoNobel receives as well as the need to create relevancy for the entire organization, it became essential to report on customer feedback in a different way.
The Results

The Benefits of Usabilla’s Reporting Service:

- **Prioritize and visually make sense of insights**
  Usabilla’s Reporting Service helps AkzoNobel to not only to prioritize and categorize feedback items but to visualize feedback results in the right way. This ensures different departments, roles and levels of the organization can understand the value of the feedback received in a way that is tangible and supports internal discussions.

- **Identify trends, key topics and next steps**
  One of AkzoNobel’s greatest successes while working with Usabilla and its Reporting Service was defining focus areas. For example, the company found that website speed was an issue due to rich media loading times. For customers in areas with slower network or broadband speed, this lag can negatively impact the experience. Based on this feedback, AkzoNobel made quite a few changes to their website that led to the page load speed being 20% faster.

  Another benefit to Usabilla’s Reporting Service is text analysis. With feedback from different countries, languages and cultures, **text analysis makes feedback clear regardless of language variations** and brings a fresh perspective to data analysis.

> "Incorporating customer feedback into our organization is a process. We started this journey a year ago, everyone signed up to the importance of customer feedback but actually integrating it to the daily life and way of working, this doesn’t happen overnight. We are still on that process and that’s what we enjoy working on together with Usabilla. It’s a transformation piece.”

**LEWIS ALDERSON**
**GLOBAL DIGITAL TRAFFIC MANAGER, AKZO NOBEL**
Focus on customer feedback holistically

Feedback is the rich data that helps AkzoNobel, qualitatively, verify the quantitative data. Part of the Reporting Service involves the question, “What is happening?” in terms of bounce rate, exit rate, time on page, etc. The question, “Why is it happening?” then covers what customers are feeling or why they have experienced something in a certain way.

By bringing these two together with Usabilla’s Reporting Service, AkzoNobel could paint a perfect picture of the data and their customers’ experience. This translated feedback data into something comprehensible and changed AkzoNobel’s way of working toward a more customer-centric approach.

“\nThe reporting service helps in formulating milestones. It helps us to identify fixed time slots on when to review the data, which means getting people in a room to talk about customer feedback and nothing else. Usabilla’s Reporting Service brings data to life.\n
LEWIS ALDERSON
GLOBAL DIGITAL TRAFFIC MANAGER, AKZO NOBEL

AkzoNobel receives a constant stream of valuable feedback. With the Usabilla Reporting Service, their team can identify which key topics to take forward and how to convey them clearly to the whole team so next steps are clear.

There is no line in the sand; feedback never stops. It’s a continuous process of learning and listening, and the Reporting Service clearly shows what is happening so you have a reference to look back on and ensure customers stay at the heart of future decisions.

“The fact that Usabilla are the experts in the field, by sharing your reports in the organization, you get a different buy-in from different levels of the organization. This gives you a more compelling debate or discussion internally.”

LEWIS ALDERSON
GLOBAL DIGITAL TRAFFIC MANAGER, AKZO NOBEL