An Interview with bloomon: a Customer-Centric Approach to Flower Delivery

The Project

bloomon is revolutionizing the flower industry by striving for quality, freshness, and ‘feel good’ experiences for their customers with each delivery and each bouquet. As an organization absolutely centered around customer satisfaction, bloomon cares a lot about user feedback.

While they could fairly understand why users were behaving in a certain way on their website, bloomon wanted to dig deeper. When launching a new feature or value proposition, bloomon needed to gather larger amounts of qualitative feedback more easily so they could make faster iterations. When launching a new feature or value proposition, bloomon needed to gather larger amounts of qualitative feedback more easily so they could make faster iterations.

“For a company whose mission it is to spread happiness, Usabilla is a great solution to measure and understand what happiness means for our customers.”

Maarten Vriesen
UX Designer, bloomon

The bloomon Way

At bloomon, feedback submitted by a customer always has a few tags already based on what the user selects. Their product team then processes feedback items for a specific day of the week, where they read the feedback and check the tags.

All feedback items with relevant tags (complaints or questions) are automatically forwarded to their support team, which makes sure to respond to the customer. Every week, one of two UX designers then analyzes the feedback items and presents to the rest of the team the highlights of the week.
The Challenge

bloomon was looking to optimize their current feedback collection process in the following ways:

- uncover pain points and opportunities
- measure user satisfaction across the entire customer journey
- inform their UX and CRO efforts holistically

The Solution

In addition to what bloomon found to be a fair market price and convenient Amsterdam location, bloomon chose Usabilla as their VoC solution for the following reasons:

- the easy and continuous access to feedback
- the additional services, i.e. knowledge sharing and tailored approach
- the dedicated customer success manager, always eager to help

The Results

After implementing Usabilla, bloomon managed to achieve the following:

- Discover what customers value
  By listening to customers, bloomon could identify the types of products their visitors and customers would be most interested in purchasing and which qualities they value with regards to bouquet gifting. This helped bloomon determine which market segment to aim for with their new product proposition.

- Find out what prevented checkout
  Once they launched the Usabilla solution, bloomon incorporated a checkout survey to discover what issues kept users from purchasing products, providing them with important input for the future development roadmap. This is how, bloomon found out that +30% of users were unhappy about the fact that they charge a next-day-delivery fee. The results suggested that the delivery fee impacts both conversion rates as well as customer satisfaction, the latter being a strong indicator for the repurchase rate. As a result they ran an AB-test removing the delivery fee. This resulted in a positive impact for both the business as well as customer satisfaction and informed their strategy regarding delivery fees going forward.

- Understand what motivates people to purchase
  bloomon also ran a more extensive survey on the purchase-confirmation page to understand who were the users that were buying the product, what drove them to purchase the product and what they would like to see improved.