How Build.com Refines User Flow and Improves Customer Satisfaction

The Project

Usabilla’s customer experience solution empowers Build.com, the world’s largest online-only home improvement company, to stay customer-centric with real-time feedback. The maturity of their Voice of Customer program comes from a consistent dedication to creating seamless customer experiences. In building a company infrastructure where Usabilla feedback is spread and managed throughout the organization, they are able to quickly and efficiently fix issues, make changes, and track customer satisfaction.

The Challenge

- Overcome negative feedback in the returns process.
- Facilitate customers returning items online rather than through the call center.
- Improve low Customer Satisfaction (CSAT scores)

The Solution

Step 1: In an effort to identify the biggest problems with the returns process, Build.com began internally surveying their reps and reviewing Usabilla feedback to uncover the major issues within their returns user flow. Some of the issues included: This inspired a total redesign.

Step 2: After the entire user flow was redesigned, Build.com wanted to check if their changes were well received. They then launched a specific Usabilla survey to see how customers enjoyed the new flow, and collected further feedback to fine-tune the process.

"It helps me know for certain I’m identifying the correct problem so I don’t have to take stabs in the dark. I know what the problem is so I can tackle it and make changes and immediately measure those changes to see if we were able to move the needle—that saves a lot of time."

Chrystal Jaeger
UX/UI Researcher & Designer
The Results

Right off the bat, the team learned they needed to add more reasons for return; there weren’t enough specific options for return in the drop-down menu and Build.com’s customers wanted to be able to select their exact reason for return.

In the era of hyper-personalization and faultless customer experiences, Build.com realized in order for customers to feel secure and well taken care of, they needed to add additional return reasons to ease their customers’ experience.

After redesigning the returns experience and adding more return reasons, they ran a Usabilla survey campaign to see if the second redesign resulted in a change in customer satisfaction (CSAT). CSAT had gone up almost a full point on a 5 point scale, and more users were following through with their returns process online. Build.com validated their redesign.

After both stages of the redesign process and the introduction of more return reasons, fewer people dropped out of the flow. Fewer people were calling into the help center, easing call volume with the introduction of a smoother returns experience.

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I figured out that our customers really want to be able to give their specific reason, that’s important to them to feel safe & secure.

CHRYSAL JAEGE
UX/UI RESEARCHER & DESIGNER

Other Benefits

Building in-depth customer profiles

Using demographic surveys, Build.com is able to learn more about who their customers are, what they need, and what they expect from their Build.com experience. Therefore, the tech team at Build.com can make informed decisions for their website roadmap.

Share Customer Insights Throughout the Company

With quarterly feedback reports and a hipchat (internal communication solution) channel dedicated to Usabilla feedback, anyone in the organization can keep their eye on the voice of their customers. Also, automated tagging notifies various product owners of feedback related to their department, such as “chat” or “checkout” roadmap.

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I think it’s an amazing solution. It’s simple and it’s easy to use, I can launch a survey in a couple of minutes and it really helps me feel confident in the choices we’re making and the direction we’re going. With the qualitative and quantitative feedback, it’s the best of both worlds.

MARCUS McNALLY, UX/UI RESEARCHER & DESIGNER