



E-COMMERCE & RETAIL

MARKETING TEAMS

CONVERSION OPTIMIZATION

CART-ABANDONMENT

Usabilla helps Coolblue to continuously optimize its digital channels by understanding the why behind data

Coolblue is a Dutch e-commerce company that was founded in 1999. The company operates over 300 individual webshops and 9 physical shops under the Coolblue brand. Being one of the largest e-commerce companies in the Netherlands and Belgium, an excellent customer experience is crucial for Coolblue.

The Project

Since the foundation of the company, Coolblue has measured and tracked all the activity on its digital channels. This quantitative data has been and will continue to be essential to see trends in the channel usage, allowing the company to understand what is happening on their channels. Unfortunately, quantitative data comes with a limitation: it does not show you “why” people act a certain way on your digital channels i.e. why do they drop off or why didn't they finish their journey on the website. Coolblue needed a solution that would go beyond quantitative data to provide them insights into the Voice of their Customer.

The Challenge

To achieve this, Coolblue was looking for a solution that would:

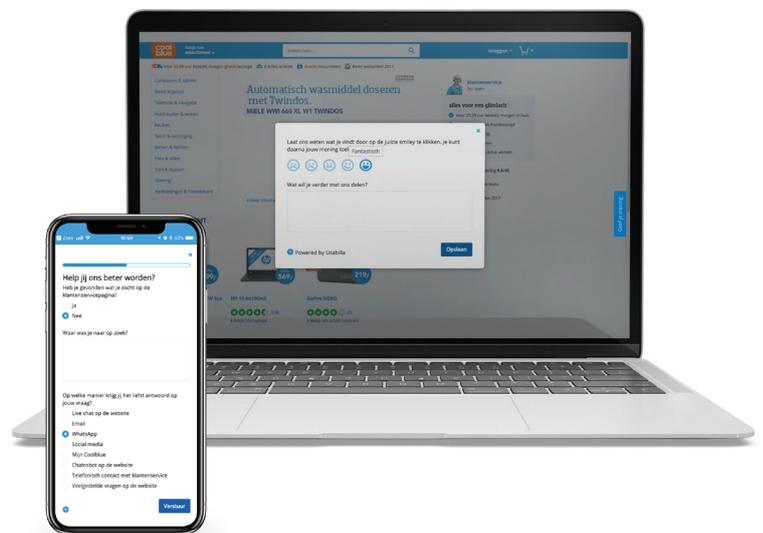
- Provide the company with deeper understanding of the customer and their needs
- Validate internal assumptions to ensure the right decisions are made at all times
- Identify bugs and customers' frustrations to instantly resolve them

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Usabilla enables us to find the missing piece of the puzzle.

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SHARIAR KHALILI
SENIOR LANDING PAGE SPECIALIST
AT COOLBLUE



The Solution

After doing some market research, Coolblue chose Usabilla due to:

- The extensive list of functionalities the solution offers
- The flexibility the company offers
- The very fast response time and high commitment to provide support whenever necessary
- The ease of implementing; other solutions proved to be technically challenging

The Results

After using Usabilla for more than 2 years, Coolblue has managed to:



Improve customer experience on its customer service page

To improve the customers service page and to help their customers even better, Coolblue ran A/B tests with new designs and used Usabilla to identify the overall customer experience on the new pages. This ultimately led to implementing a new page, improving the overall customer experience and decreasing pressure on the customer service team.



Identify and solve customer frustrations

In order to reduce cart abandonment, Coolblue implemented a survey simply asking their customers "why" they abandon their cart. It turned out that customers did not understand how to remove products from their shopping cart. With this input, Coolblue then adjusted the user interface to make it more comprehensive for the customer.



Inform customers before purchase to avoid unnecessary item returns

Coolblue offers stoves and hobs in its product portfolio. For these types of products, customers need to know a various technical specifications before

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I would recommend Usabilla because it allows companies to get new insights and inspiration from a customer perspective by simply asking a vitally important question: why.

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being able to install the product. Coolblue noticed that the number of returns in this product category was relatively high compared to other categories. This was simply because customers ordered a product with the wrong product specifications. The company now uses Usabilla's slide-out survey, a functionality that allows you to easily and subtly survey visitors via a small slide-out on your web page, to validate whether the customers checked if this product is the right fit from a technical perspective, avoiding unnecessary returns and resulting in happy customers buying the right product.



Optimize the product journey with information from its visitors/customers

Coolblue uses slide-out surveys and targeting options to ensure that it shows the right survey to the right customers at the right moment, leading to a higher survey completion rate. It also gives Coolblue input for customer profiling. Coolblue uses this in different product categories and price segments. By asking the question "What is important to you?", Coolblue is able to identify different needs per customer profile, based on filtering options, and thus personalize offerings even more.