

The UK's Leading Health & Wellness Retailer Designs Site Experience with Users in Mind

The Project

Holland & Barrett (H&B) supplies their customers with all their health care needs. Whether it's winter wellness, vegan products, or supplements, H&B provides health experiences with the help of a large array of options and customizable packages. Michelle Hodgson, Digital Optimization Manager at H&B, the UK's leading health & Wellness retailer, walked us through her process of implementing and using Usabilla's Voice of Customer (VoC) solution in Holland & Barrett's ongoing effort to provide fantastic customer experiences.

The Challenge

H&B is a large and multi-faceted eCommerce organization so tackling the various user journeys can be overwhelming.

With a multitude of offers including the subscription service, the "Rewards for Life" loyalty program, and the standard product checkout flow, each offer must perfectly satisfy the needs of its specific buyer persona.

Thus, each user path needs to allow for continuous optimization based on customer needs. H&B sought out a VoC solution that makes it easy to manage and optimize multiple buyer personas and numerous user journeys.

Partnership with Usabilla

It is essential for H&B to capture customers' feedback and thoughts throughout the launch of new products, web entities and sites, and of course, to gather feedback about H&B's online performance in general.

On first impression, Michelle found Usabilla's interface very user-friendly, the feedback dashboards easy to use, and the filtering extensive, allowing for the organization of many user paths.

The Usabilla survey design is not intrusive to the H&B customer experience. Campaigns and in-page widgets are fully customizable and fit H&B's authentic look and feel. Usabilla can be optimized to the team's needs depending on the expectations of specific roles. In turn, feedback is easily communicated to stakeholders.

Usabilla's flexibility, customizability, and easy organization of feedback make Usabilla and H&B a natural fit.

The Process

On a daily basis, Holland & Barrett uses feedback to improve and to structure the way they develop themselves digitally over the long-term. Usabilla has become the first port of call every morning to ensure that no issues occurred the previous day, a perfect way to continuously monitor the site.

The Results

Biggest Success

Usabilla led H&B to fix a major bug in their checkout form. The postcode did not lead customers to select their address. Customers thought it was a bug, but it was simply bad UX / UI. H&B ran an AB test to show different ways of presenting the address selection. Since H&B integrated that feedback, they have seen improved progression rates at this stage of the purchase funnel.

International Targeting

Currently, H&B is running a survey to collect data on which delivery options customers prefer. Since they cater to over 16 countries, it's important to understand the differences and nuances in customer preferences. For example, they use Usabilla to determine which customer initiatives to push to the UK and which to Ireland, as customer desires differ.

Healthbox Initiative

Usabilla had a large influence on the decisions regarding the vision, position, and launch of Healthbox, an adaptable subscription for regular customers. The subscription box is highly personalized, exemplifying H&B's customer-centricity. H&B ran various survey campaigns for Healthbox customers. They found answers to questions like:

- Do customers understand what the Healthbox initiative is?
- Are customers happy with the Healthbox recommendations?

Usabilla data helped H&B correctly position the Healthbox project in terms of look and price, which allowed them to develop different offerings and drive conversion. H&B found that their customers did not believe the genuine nutritional value of the Healthbox. In adding information about the nutritionists to the page they managed to satiate these worries.

Generating Repeat Customers

With Usabilla, H&B uses feedback to drive retention. For example, first-time customers are introduced to a "Rewards for Life" plan, educating new customers on the benefits and discounts offered to return customers.

Communicating Customer Needs to Stakeholders

Multiple people use the Usabilla portal, including the Operations Manager. Automated emails are sent to stakeholders that require the necessary information as part of their optimization process. Usabilla has been essential to H&B in informing different members of the team on the necessary action items with ease.

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MICHELLE HODGSON

DIGITAL OPTIMIZATION

MANAGER AT HOLLAND & BARRETT



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Navigating the Usabilla portal is extremely easy, and the Customer Success support is quick and helpful. They're always open to our feedback on how to make their solution better, which is rare. Overall, Usabilla is a great product.

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MICHELLE HODGSON

DIGITAL OPTIMIZATION

MANAGER AT HOLLAND & BARRETT

Usabilla helps H&B pick up unexpected bugs, and allows for more regular and thorough user surveying to determine where the most valuable features lie. Usabilla acts not only as a guide for improvement, but it also enables the various teams at H&B to understand exactly what is improving the user experience and what negatively impacts it. They manage, test and iterate on each of their numerous user journeys and buyer personas, creating stronger and more personalized customer experiences.