

How SAGE Publishing Increased their NPS Score +44 Points

Founded in 1965, SAGE Publishing is an international Higher Education & Academic publisher of high-quality journals and content. Usabilla facilitates SAGE's customer-centric effort with continuous feedback and insights to help drive their digital roadmap and improve customer satisfaction year after year.

The Challenge

SAGE Publishing had been closely monitoring Customer Satisfaction (CSAT) with Usabilla and were not happy with their score of 3.6 out of 5 on the article reading experience. As a journal, the reading experience had to be seamless. SAGE decided to redesign the main article template, but first, they wanted to ensure they designed with their users in mind.

The Solution

1. Before the redesign, they needed to learn exactly what their users didn't like about the current template as well as collect feature requests users wanted to see on the new template.
2. SAGE deployed Usabilla campaigns to capture a Customer Satisfaction Score (CSAT Score) followed by an open text field for users to leave qualitative feedback on the template reading experience.
3. Next, SAGE sifted through the feedback, identifying pain points and areas of strength.

4. Then, SAGE cross-referenced Google Analytics data with Usabilla feedback to find the why behind user behavior.
5. Once they gathered enough feedback, they began redesigning the template, deeply integrating the Usabilla feedback they had received.
6. When the redesign was complete, they were ready to test it live.

The Results

- After the redesign went live on their website, SAGE ran a follow-up CSAT survey. The score went up to **4.3 out of 5**.
- In the 2 months after launching the new template, the average CSAT Score from the feedback button experienced a **23.4% increase, and their NPS (Net Promoter Score) score went up by +44 points**.
- SAGE verified their choice to deeply integrate feedback into the redesign. Asking their users what they wanted to see paid off as they measured the positive impact after the redesign.

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With Usabilla, we can understand the entire user journey. It's important to know what you want to test and why, and to continuously capture feedback so you can always be improving.

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LUCY TAYLOR, ASSOCIATE PRODUCT MANAGER

Find and Fix Bugs in Real Time

After switching platform vendors in 2016, many of their URL redirects broke. As users began to experience the broken URLs, SAGE saw a huge spike in Usabilla feedback items. In real time, SAGE was able to show their developers the location and scale of the problem and alert their users that they were working to fix the problem quickly.

Implement User Feature Requests

SAGE Journal users, those reading and digesting the many articles on the site, wanted to be able to navigate between various volumes and versions of the same academic journal. In turn, SAGE introduced “previous” and “next” buttons for quick and efficient maneuvering.

A large number of users left feedback on the need to be able to cite their sources in reference management tools. So, SAGE added an item where users can download all of their citations at once, making the SAGE interface more user-friendly and productive.

Customer-Centricity Committee

SAGE Publishing keeps their entire organization customer-centric with weekly feedback analytics meetings. Various stakeholders from the Marketing and Editorial teams gather to hear the findings from feedback campaigns.

