How Transilien optimizes its digital channels using Usabilla

The Project

Transilien, the suburban railway service of the SNCF-owned railway network, has dedicated its strategic objectives to becoming a truly customer-centric organization. How? By implementing Usabilla's Voice of Customer (VoC) Solution. This VoC Solution allowed Transilien to analyze its data and more importantly, understand the “why” behind those patterns.

The Challenge

To put the customer at the heart of the organization, Transilien was looking for a solution that could:

1. Instantly identify bugs and customer frustrations
2. Validate whether changes to its website resonated with the users and improved the overall customer/user experience
3. Provide qualitative data as opposed to purely quantitative data

The Solution

Transilien, being a user-driven company, selected Usabilla as its Voice of Customer Solution due to:

4. The ease of implementation and immediate use of the solution
5. The ability to continuously collect user feedback, not only on a project-basis
6. The ability to integrate with JIRA for quick reporting and solving of bugs by the technical team

“Usabilla really enabled us to understand our customers and their expectations.”

Melanie le Nen
Online Marketing Manager at Transilien
The Results

After using Usabilla for more than a year, Transilien:

- **Optimized its website functionalities**

  Usabilla was implemented when the website was redesigned. Many of Transilien’s visitors used the feedback button to express their opinion about the new website. Thanks to the feedback received, Transilien found that certain parts of the website could be improved, especially with regards to the search of the timesheets. As soon as Transilien identified this pattern in its feedback, the company decided to create a dedicated timesheet landing page with a redirection link in the menu bar, as well as an online timesheet search functionality. The result? The timesheets page became the third most visited page on the website!

- **Solved bugs instantly**

  With the help of user feedback, Transilien was able to find out that there was a display problem on its site that prevented some of its users to access all the features available on the website. Thanks to the integration with Jira, the issue was easily pushed forward to the technical team, which could identify the anomaly and in turn were able to resolve the issue.

- **Validate changes made to its website**

  By using a Voice of Customer Solution, Transilien is able to ask its visitors first-hand about any changes made to their website, and whether or not these changes resonate with their audience. In other words, they can "ask users what they expect from a feature and ask them what they think of it after the launch of that feature to know where and what to improve". Using this customer-centric approach, Transilien is able to constantly evolve and optimize features on the website, simply by listening to their users, and putting them at the center of their decision-making process.