CUSTOMER SUCCESS STORY

WE Fashion

Creating an amazing customer experience with Usabilla Live for Websites

WE Fashion is an international fashion retailer founded in Amsterdam in 1962. In 2014 We Fashion had about 250 stores and 3000 employees in seven different countries across Europe. The key values that bring the company to life are pureness and simplicity, inspiration and surprise. The company extended these values to the launch of their online platform in 2010.

The Opportunity

For WE Fashion, it is important to stay close to the identity and style of their customers. This holds for their store and online philosophy. The WE Fashion website was developed by an external web agency and launched in 2010.

The website’s goal is to inspire customers whilst offering a convenient way to acquire the newest fashion. Therefore it’s very important for WE Fashion to stay connected with their target group and know what their customers want.

Matthijs Bionda is an Online Marketer at WE Fashion. His goal is to continuously optimize the company website, ensuring it remains ahead of customers’ expectations. To make sure he can reach this goal, Matthijs needs to know all about their customers - and their goals - when visiting the WE Fashion website.

The Solution

As it turned out, Usabilla Live was the perfect tool for WE Fashion. When the company initially installed the Live Feedback button on their website in early 2013, they immediately started collecting valuable feedback from their customers. Whilst the number of feedback items were lower than expected at first, with the introduction of targeted slide-out messages Matthijs was able to multiple incoming feedback by a factor of 10.

Over time, the amount of feedback can vary. Matthijs explains that “especially when we’ve just released a new update of our site or a new feature, the tool is very helpful.” This is also when he and his team get the most feedback. “We get very diverse feedback - from compliments and suggestions, to complaints and checkout issues.”

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WE Fashion
industry: Fashion
Website: wefashion.nl
Slide out surveys for newsletter signups

Usabilla’s tools can be as creative as the people using them. WE Fashion used a slide-out campaign to invite visitors to subscribe to their newsletter in return for a 10% discount code. This allowed them to gather almost 15,000 email addresses only in the Netherlands, and up to 5,000 addresses in other countries, such as Germany. The integration with their existing email service allowed them to automatically add those addresses to their mailing list.

Analyzing & prioritizing feedback

When new feedback comes in, Matthijs is the first person to pick it up. He is responsible for organizing and prioritizing the feedback. The intuitive and user-friendly back-end offers lots of different features that makes analyzing Usabilla Live feedback easy. To name just one example, Matthijs enjoys the fact that he can pause and activate campaigns with just a press of a button. This gives him the flexibility to launch campaigns repeatedly. It is also possible to schedule campaigns for a specific dates and times.

When analyzing the incoming feedback, Matthijs differentiates between actual issues in the site, suggestions, and compliments. In the feedback form, he asks visitors to select a category for their feedback, which makes his analysis much more convenient. By using automated labeling, he can filter all incoming feedback by category.

After prioritizing feedback, Matthijs makes sure feedback gets to the right person within the organization. If necessary, he shares the direct link to a specific feedback with his colleagues for more insights.

“The tool helps us to quickly act on negative user experiences and optimize our website to match our customers’ needs and expectations.”

Matthijs Bionda
Online Marketer at WE Fashion