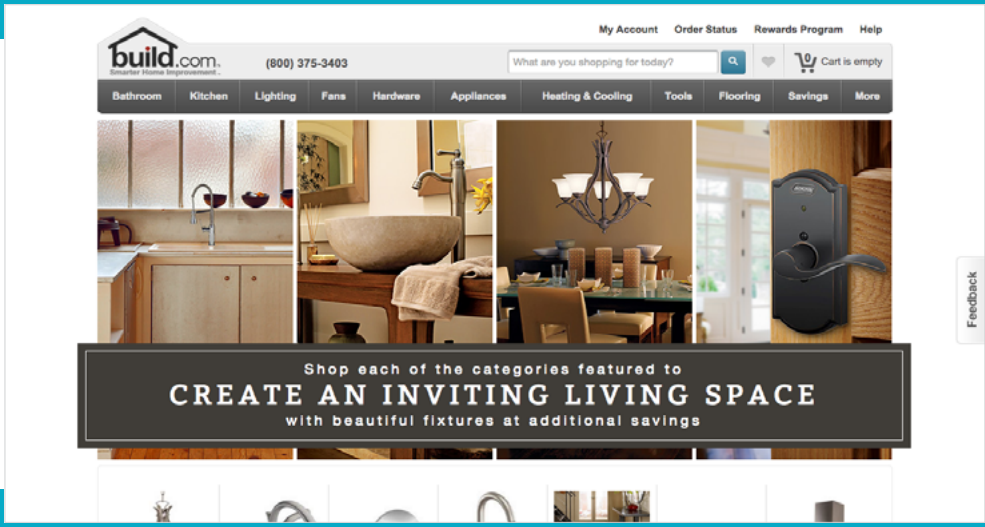
usabilla

Creating successful customers with user feedback



build.com

Industry: Ecommerce/DIY
Website: build.com
Using Live Since: Nov 2013

Based in Chico, California, Build.com is committed to providing the best customer service & online experience

With over 390 employees, Build.com is consistently ranked as a top 100 online retailer.

Feedback

> *As somebody who has reviewed almost all feedback vendors on the market, I would absolutely recommend Usabilla to anybody looking to collect onsite feedback.*

Marshal Downey,
Strategic Partnership Coordinator at Build.com

Takeaways

- Build use Live for Websites to capture the thoughts of potential customers. This helps them understand what makes an unsuccessful purchase.
- Live for Website's intuitiveness allows Build to get more out of the product as Build's business collegues – who have limited coding knowledge – don't need to involve IT for every update.
- Before undertaking a new initiative, Build will consult their user feedback and use campaigns to gather suggestions. This ensures they give their uses what they really want.
- With Live for Websites, customers will often find bugs and other issues that have been missed before implementation – ensuring a swift resolution.

The Opportunity

Prior to Live for Websites, Build.com only collected feedback from customers that had successfully made a purchase. By limiting themselves to these successes, there was no way to discover what made an unsuccessful customer. No way to understand the visitor sentiments and frustrations which prevented a purchase.

To do this, Build.com would have to collect on-site feedback to capture the thoughts of potential customers. This would then allow them to create a more effective system. As Marshal Downey, Strategic Partnership Coordinator at Build.com says,

"We were hoping to improve our site by focusing our resources on common pain points identified during on-site feedback collection"

Usabilla helps discover user needs

Build.com first started with Live for Websites in November 2013. Having never used a voice of customer tool, Build tested 7 different vendors before opting with Usabilla. The reason simple, as Marshal tells us,

"[Live for Websites] was the easiest to use and collected the most feedback."

Another thing, which Build discovered during A/B testing, was that Live for Websites did not negatively impact site speed like other vendors did. As an ecommerce company, this was considered critical to their final decision.

Sticking with Usabilla

Live for Website's little need for technical qualifications has been key to its success for Build.

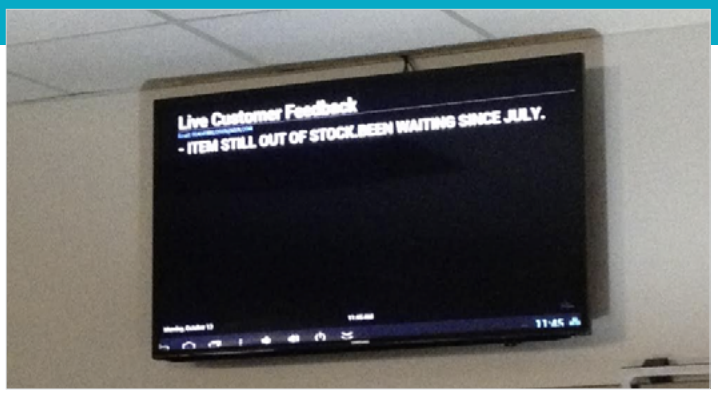
"Usabilla has been great. The drag-and-drop interface is very intuitive. We're able to customize forms in pretty much any way imaginable. But the best part is being able to do all of this without needing to involve IT for every update."

Once the code has been added to the webpage, it needn't be touched again. All changes are automatically applied. This ensures Build's business colleagues – who have limited coding knowledge – can easily add modify, and customise feedback campaigns (on the Usabilla Website) without needing to involve IT resources.

The Feedback

Build.com have collected over 5000 unique pieces of feedback since activating Live for Websites with a range of feedback, both negative and positive. The real actionable stuff however is the negative feedback – helping Build focus on where improvements need to be made.

Marshal gives us a couple of examples of Build.com's feedback, and how it was dealt with:



New feedback is displayed to those in the office via monitors

Example 1 – Bug Discovery

We've noticed that collecting onsite feedback is great when there's a bug. Visitors will usually complain about it through Live for Websites shortly after release, allowing us to quickly take action.

Here's a recent piece of feedback: "*I was just looking to see if you had what I needed. I tried to go to the next page, but I was directed to one of the items on page 1. Each time I went back I had the same thing happen.*"

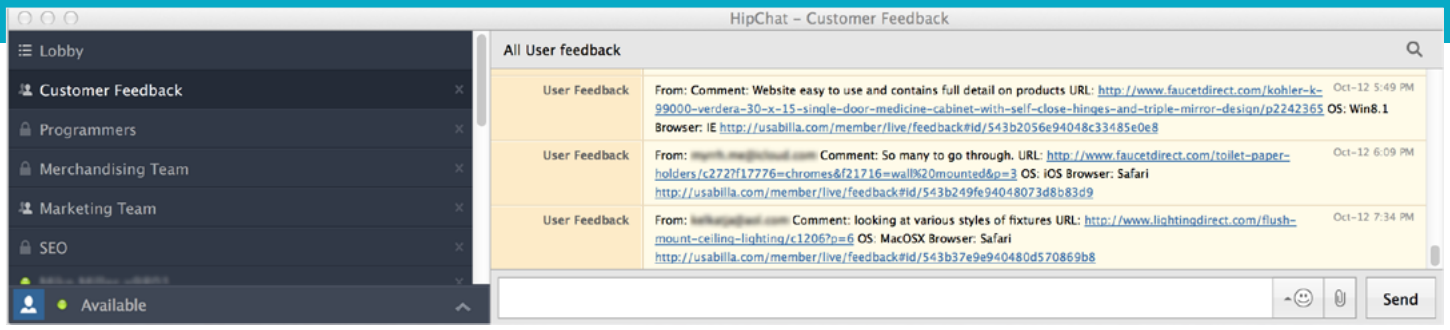
Not only is this frustrating to deal with when shopping, it could lose us a customer! It isn't exactly a bug, so nobody really caught it. However, this feedback spurred our investigation and we quickly remedied the issue.

Example 2 – Using Campaigns

Our best example of a campaign is centered around the checkout process. We had established an initiative to focus on improving our checkout process, but didn't really know where to start. Thus we decided to setup a campaign that asked a simple question: "*Was there any point during the checkout that you felt like giving up?*"

Our response rate was a whopping 6%! This feedback was broken down into commonalities, and then reviewed with our development team to scope and prioritize each. The range of suggestions far surpassed what we would have identified internally.

Marshal Downey,
Strategic Partnership Coordinator at Build.com



Build use a company chat room that collects and reports all feedback to anyone in the room

A Deeper Analysis

These examples, and many more, have led Build to ensure that feedback is considered within the development cycle. When they take on a new initiative – for example, improving the shopping cart – Build will start by collecting user feedback on the cart to identify specific user issues.

From here, improvements are released along with a targeted campaign soliciting feedback about the specific improvement. This really helps Build ensure that they are delivering the best possible experience to their customers.

With almost 50 people having access to their Live for Websites dashboard, Build use automated emails to automatically send feedback to the relevant division whenenever a new item comes in (eg. plumbing related feedback goes to the plumbing team). Support can then jump in and help out any customers that may need help.

Finally, the communication between Usabilla and their customers has really stood out for Marshal and Build,

"The support from Usabilla has been fantastic. They are very responsive and we have yet to encounter a request that can't be done."