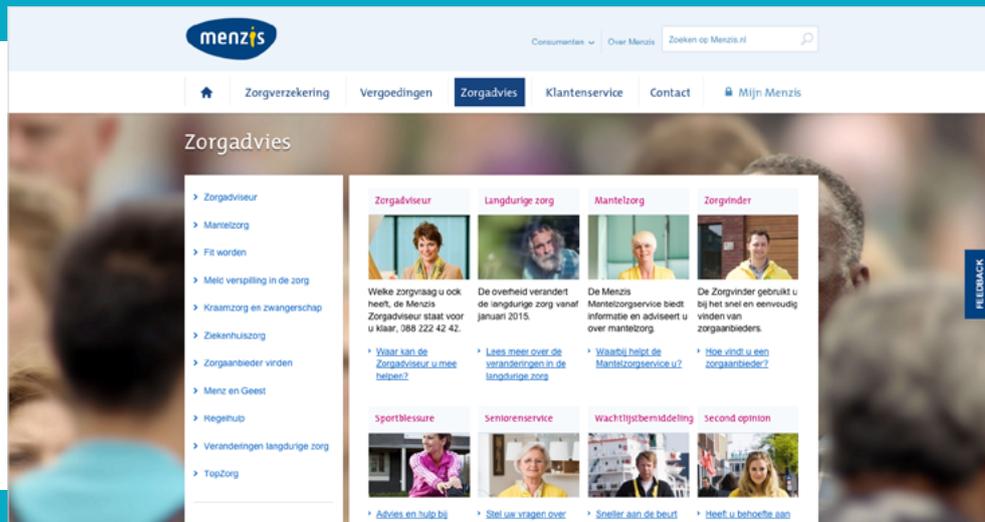


Gaining targeted insights into online UX



Industry: Insurance
Website: menzis.nl
Using Live Since: Jun 2013

Menzis is a leading Dutch Insurance Agency.

The Menzis website is a central platform for clients - and all those interested in Menzis - with information and advice on their services.

FEEDBACK

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

Navajo Broere,
 Content Manager at Menzis

Takeaways

- Usabilla Live’s flexibility makes it very easy to experiment and try out different feedback options on the fly. From the Feedback button, to campaigns, Menzis can decide what visitors see – and when – without touching the site’s code.
- Menzis get a lot of diverse feedback; from new ideas and improvements, to issues and bugs.
- To make analysis more convenient, visitors give their feedback a category on the feedback form. By using automated labeling, feedback can then be filtered by category and quickly actioned on.

The Opportunity

Menzis is aware that only through close collaboration with their clients, can they continuously optimize their services.

Usabilla convinces through simplicity

When Navajo Broere, Content Manager at Menzis, first came across Usabilla Live in mid-2013, the tool’s simplicity immediately caught his attention,

“What I like best about Usabilla Live is the easy implementation and the on/off buttons in the backend for each feedback form or campaign. The latter is a small, but important feature that gives us full control over what happens on our website.”

The Solution

Since June 2013, Menzis have used Usabilla Live for Websites for their two main labels. Their main goals are to:

1. Gather more detailed user feedback than analytics or generic customer satisfaction surveys.
2. Gain insights into visitors’ thoughts and motivations.
3. Target specific users based on actions or pages visited.

The Feedback

Feedback is diverse; Navajo and his team learn about new, or browser specific issues, get suggestions for new features or content, and get compliments on things that their visitors appreciate. Issues that get reported repeatedly get assigned a high priority and get fixed quickly.

The following list of feedback items gives a good overview of the kind of useful feedback of the past year:

1. Visitors had issues finding or understanding the information about insurance plans: critical information that should be easily accessible.
2. Visitors reported technical issues they ran into. For example, the submit button on a signup form didn’t work in certain situations = Not good.

When analyzing the incoming feedback, Matthijs differentiates between site issues, suggestions, and compliments; allowing him to prioritize effectively and distribute feedback to the appropriate team members within Menzis.