How to Optimize eCommerce Conversion using On-Site Shopper Feedback

Feedback

UserReplay®

Executive Summary

Customers have a huge appetite for leaving feedback on a wide range of product, service, and digital experience subjects.

Customer-centric brands have a big advantage over their competitors. Listening and responding to Voice of Customer (VoC) data, through tools such as surveys, NPS scores, or reviews, help shape and improve your eCommerce offering. It can be a powerful source of marketing collateral too.

The problem for eCommerce brands is that VoC research is often done post-purchase, away from the on-site experience — a customer satisfaction survey circulated via email, for example. This asks the customer to look back to their time on-site; risking inaccurate results.

HAPPY CUSTOMERS WHO GET THEIR ISSUE RESOLVED TELL ABOUT 4 - 6 PEOPLE ABOUT THEIR EXPERIENCE.

White House Office of Consumer Affair

There's also a challenge in bringing digital experience and feedback data together.

Chances are you've got thousands of reviews left on social media and third-party sites but how were these impacted by customer experience.

Then you've got your website data, plus other revenue metrics, sentiment analysis and analytics.How do you forge a more complete picture?

That's where on-site feedback makes the difference.

On-site feedback is a simple, but highly-effective, Voice of Customer tool. It is used to capture customer feedback in real-time, while a user is browsing your website or App.

This increases the relevance and actionability of VoC data. Providing a greater understanding of the consumer and directing emerging issues back into the business.

So how do you get started?

What's in this Playbook

On-site feedback for eCommerce is a new concept, so you can be forgiven for not fully understanding its potential. That's why we have undertaken a consumer survey and put together this guide; breaking down the magic of on-site feedback for consumers and eCommerce companies alike.

By the end of this short guide, you'll understand:

- Consumer attitudes and preferences on leaving feedback - insights from a 300 participant consumer survey in North America.

- What is on-site feedback and why is it the most effective feedback method for improving eCommerce performance?

- How on-site feedback can help improve your customer experience.

- An Introduction to Smart Feedback and why it is the most powerful and effective on-site feedback tool in the market.

93% OF CUSTOMERS SURVEYED HAVE LEFT FEEDBACK FOR A PRODUCT THEY PURCHASED ONLINE

Survey Monkey Customer Audience December 2020, 300 Respondents

feedback

75 % OF RESPONDENTS' LAST FEEDBACK GIVEN WAS POSITIVE AND 25% WAS NEGATIVE OR NEUTRAL

Survey Monkey Customer Audience December 2020, 300 Respondents
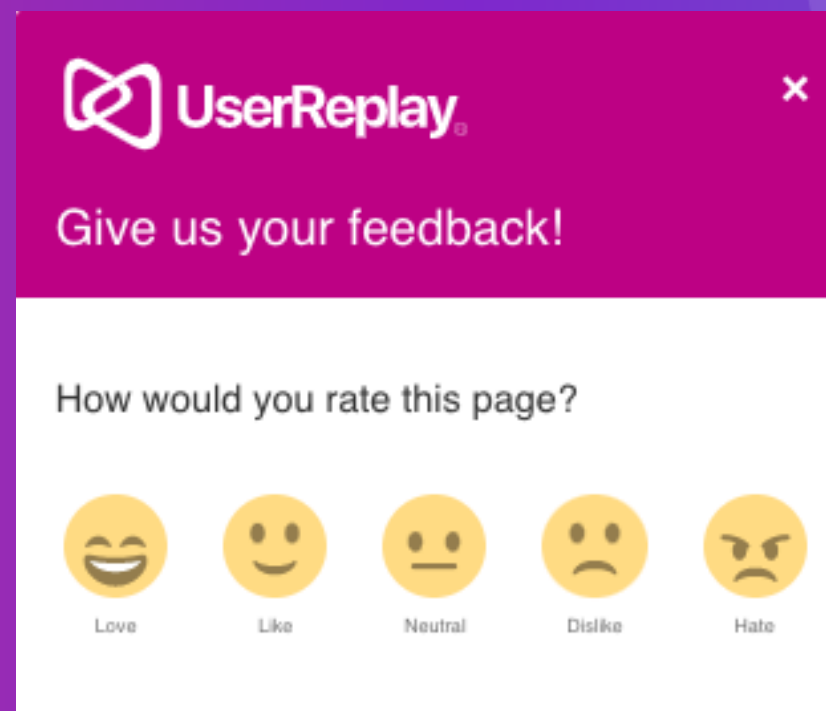
What is On-Site Feedback?

On-site feedback tools are user-friendly and discreet. Yes, you're engaging with a user while they shop your site, but you're doing so in a way that's non-intrusive and totally in line with your brand language

All kinds of formats are available, from a simple "Did this article help you?" with yes or no buttons, to a fully-fledged pop-out webform for more in-depth feedback.

On-site feedback tools offer businesses a much more accurate snapshot of a customer's experience as data is collected in the moment, rather than relying on the shopper to remember back over a period of hours or even days. The most effective on-site widgets are

easy to use as well; offering website users an opportunity to voice their concerns or share their praise, without feeling tasked.

Simple on-site feedback example
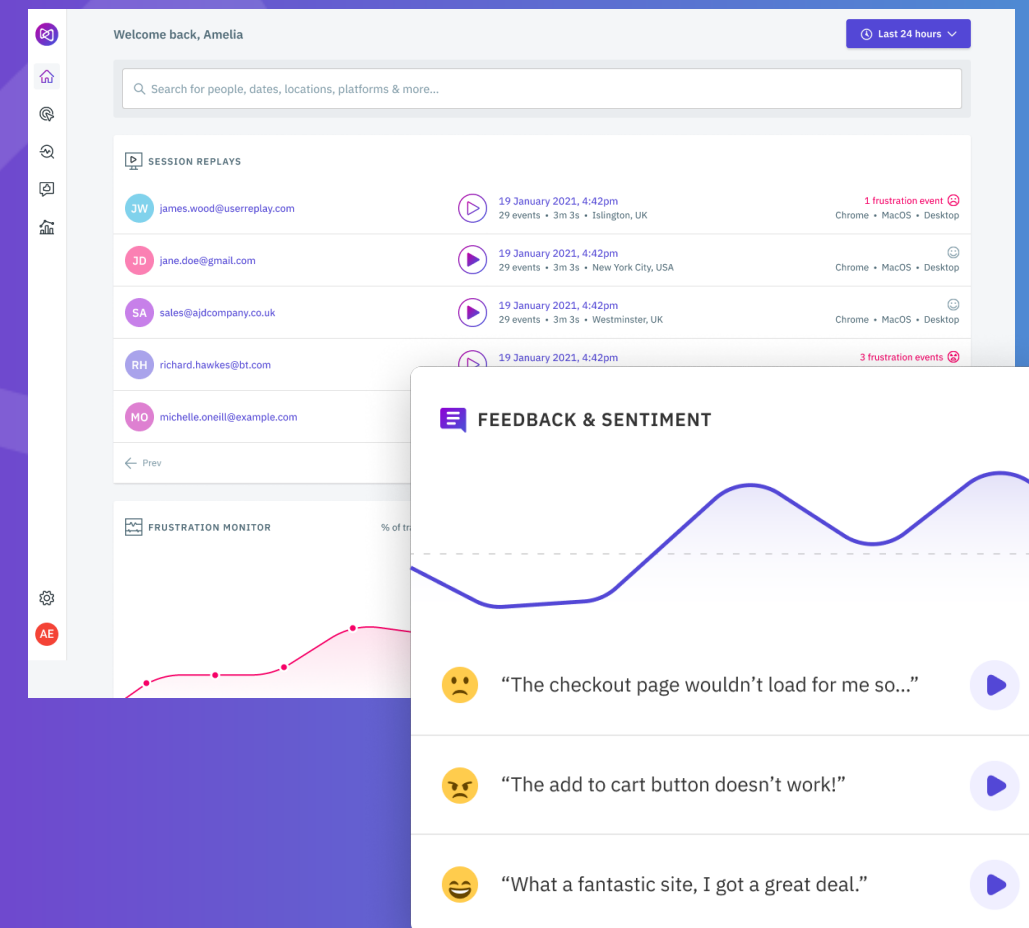
Feedback sentiment displayed within CX analytics dashboard

Why are on-site tools more effective for collecting customer feedback?

There is an extensive range of feedback tools available across the marketing mix. Exit-intent pop-ups, live chat, after-the-fact surveys and pop-up surveys can all play a part in gathering feedback and customer satisfaction. But each method comes with their own strengths and weaknesses.

Only 1 in 26 unhappy customers will leave you constructive or negative feedback.[1]
That means there are 25 more unimpressed visitors that simply click off your site and, possibly, never return. That's 25 potential sales and 25 potential lessons your company has missed out on.

Exit intent pop-ups are one way to solve the issue; they're an attempt to draw a customer back after they've lost interest.

More often than not, they're also paired with incentives such as a discount code or free gift — leaving your business with less profit than could have been made if issues were caught earlier in the process.

Live chat and customer feedback

Live chat is as close as an eCommerce site can get to in-person customer service, and offers the customer a near-instant response to their queries.

However, when an issue is pressing consumers often don't wish to wait for a chat agent or even have the time to start a chat session. Frequently, such a resource also requires extra staffing, infrastructure, and funding.

Of course, there are some great AI chatbots on the market, though they remove the personal touch that helps capture qualitative insights (or clinch the sale).

Live Chat is a fantastic tool for increasing customer engagement but when live feedback on digital experience is the driving force it's not best suited to the task.

What about post-purchase surveys for customer feedback?

As one of the most common ways of gathering feedback, post-purchase surveys are commonplace and important in many eCommerce businesses. They fit neatly into other email campaigns and all you need is an email address — captured at checkout — and an email marketing platform.

Commonplace and easy to set-up, yes. But effective? Not always.

Post-purchase surveys are for customers that bought, whereas onsite surveys capture from both anonymous and logged-in customers, and those that nearly bought as well as those that did. Their reach is potentially a lot wider, and they offer versatility as to the timing, purpose, and data they can capture.

30% EXPECT TO RECEIVE A MESSAGE BACK FROM THE BUSINESS WHEN LEAVING POSITIVE FEEDBACK

Survey Monkey Customer Audience December 2020, 300 Respondents

feedback

55% EXPECT TO RECEIVE A MESSAGE BACK FROM THE BUSINESS WHEN LEAVING NEGATIVE FEEDBACK

Survey Monkey Customer Audience December 2020, 300 Respondents

The Benefits of UserReplay's Smart Feedback for eCommerce

UserReplay's **Smart Feedback** blends into the on-site experience. It's customized to fit your visual brand language and sits to the right side of the page as a minimized window.

When triggered, a short survey appears. Customers can reply by selecting emojis, one of a multiple choice of answers, or by entering full-text forms for more detailed feedback.

These insights are then combined with the wider digital experience and revenue impact data, uniquely allowing you to analyze feedback and experience data in one place.

Out the box, integrations to CRM enable you to close the loop on customer communication within minutes not days.

UserReplay Feedback offers "smart triggers". Smart triggers are driven by AI and yet initiated by customer behavior, allowing you to choose who will see the widget and when it can appear.

For example:

- At a point of struggle

- After a certain number of page views

- When the user performs a specific behavior

- Only on a certain webpage (e.g. if you're A/B testing or launching a new offer)

- After a successfully placed order

- When the user clicks "Give Feedback"

This gives you complete control over your feedback process, giving you the best data you could ask for in all the places you need it.

Worried that you'll be swimming in too much data? Don't be. All the insights collected via Smart Feedback are collected and analyzed via one single CX dashboard. From there, eCommerce brands can explore common trends and VoC sentiments.

And because Smart Feedback is powered by UserReplay, you can also re-watch any browsing session, to see the experience through your users' eyes.

By linking each feedback input to revenue data, you totally understand how much revenue is being lost, or gained, from each user session.

3 ways to get started with Smart Feedback

1. Empower site visitors to pass on instant feedback

Many Voice of Customer research methods are brand-generated. Smart Feedback makes it easy for customers to share their thoughts whenever, without visiting a third-party website.

The customer can send a message to flag an on-site usability issue (missing information, broken search bar, discount code not applying, etc) or to pass on their praise.

This is great for the site visitor — as they feel in control — but it's great for you, the eCommerce business, as well. With a greater proportion of VoC data coming through your website, there's a reduced chance of missing customer reviews. The widget can then send you their response in an instant, including information on which page they're referring to and hundreds of other useful data points to help pinpoint the event.

3 ways to get started with Smart Feedback

2. Test and explore new pages, formats or offers

The exciting thing about Smart feedback is just how flexible it can be. As it is triggered by AI and customer behavior, you can enable your tool across the full website, and you can program them to trigger on certain pages, too.

Say you're testing a new feature and need targeted feedback data. Your on-site feedback widget can be activated when visitors land on that page; helping build the business case for (or against) the development.

The tool can also be set up to trigger based on certain user behavior. For instance, if a user is inactive for 10 seconds you can set the feedback widget to pop up and check in with them. It doesn't need to be anything too intensive, just a simple "Are you experiencing problems, can we help?" is enough to re-engage.

3 ways to get started with Smart Feedback

3. Cut down "rage clicks", fast.

We've all been there. A web page takes that little bit too long to load up and we start smashing the mouse as if it's going to speed things up. Of course, it doesn't. But it can send a potential customer toward a competitor with haste.

Poorly optimized websites cause over £10 billion in potential revenue loss a year. So you need to fix issues fast.

As we mentioned earlier, user behavior can be a trigger for your on-site feedback request — and that includes rage clicks. Set up the tool to appear during a rage click outburst and not only will you expose what's causing the disruption, you may be able to win back that customer before they click away.

For a customer, having an easy way to leave their thoughts and feelings increases their satisfaction. Just knowing that someone is listening creates a sense of brand loyalty, especially if they see their suggestions implemented further down the line. With an on-site feedback widget, you can turn even rage-clicking customers into loyal ones.

16% EXPECT TO RECEIVE A DETAILED RESPONSE IN LESS THAN 24 HOURS

Survey Monkey Customer Audience December 2020, 300 Respondents

feedback

47% EXPECT TO RECEIVE A DETAILED RESPONSE IN 1 - 3 DAYS

Survey Monkey Customer Audience December 2020, 300 Respondents

Are you investing in smart feedback?

You will always need to refine your digital experience; consumer expectations only get higher and from time to time, site issues will occur.

The key is to encourage and embrace feedback. To harness its relevance and capture its detail in a way that brings digital experience analytics to life.

Done correctly it provides the opportunity to turn a negative experience and lost customer into a positive engagement and a loyal advocate.

Through AI and integration, the burden of providing these benefits to your team and customers are light. There really is no time to lose!

IF YOU COMPLAINED ABOUT A WEBSITE/ APP ISSUE OR BUG, WHAT WOULD YOU EXPECT AS A RESPONSE?

Survey Monkey Customer Audience December 2020, 300 Respondents
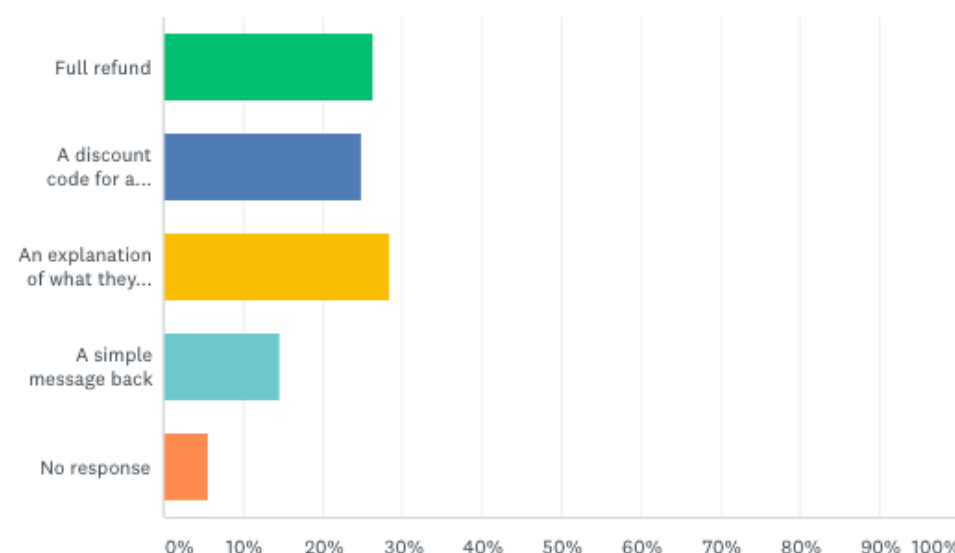
UserReplay is trusted by the world's largest consumer and eCommerce brands. Our Digital Customer Experience and Smart Feedback platform runs in the background of a website 24/7, providing brands with real-time analytics and accurate insights into how users are interacting with the site or App.

Rewatch session recordings and see your on-site experience exactly as a user sees it. And with the platform's Smart Feedback and instant notification feature, issues are flagging immediately and routed straight to the person in charge.

Discover how UserReplay can help you recover lost revenue. Book your demo today.

www.userreplay.com