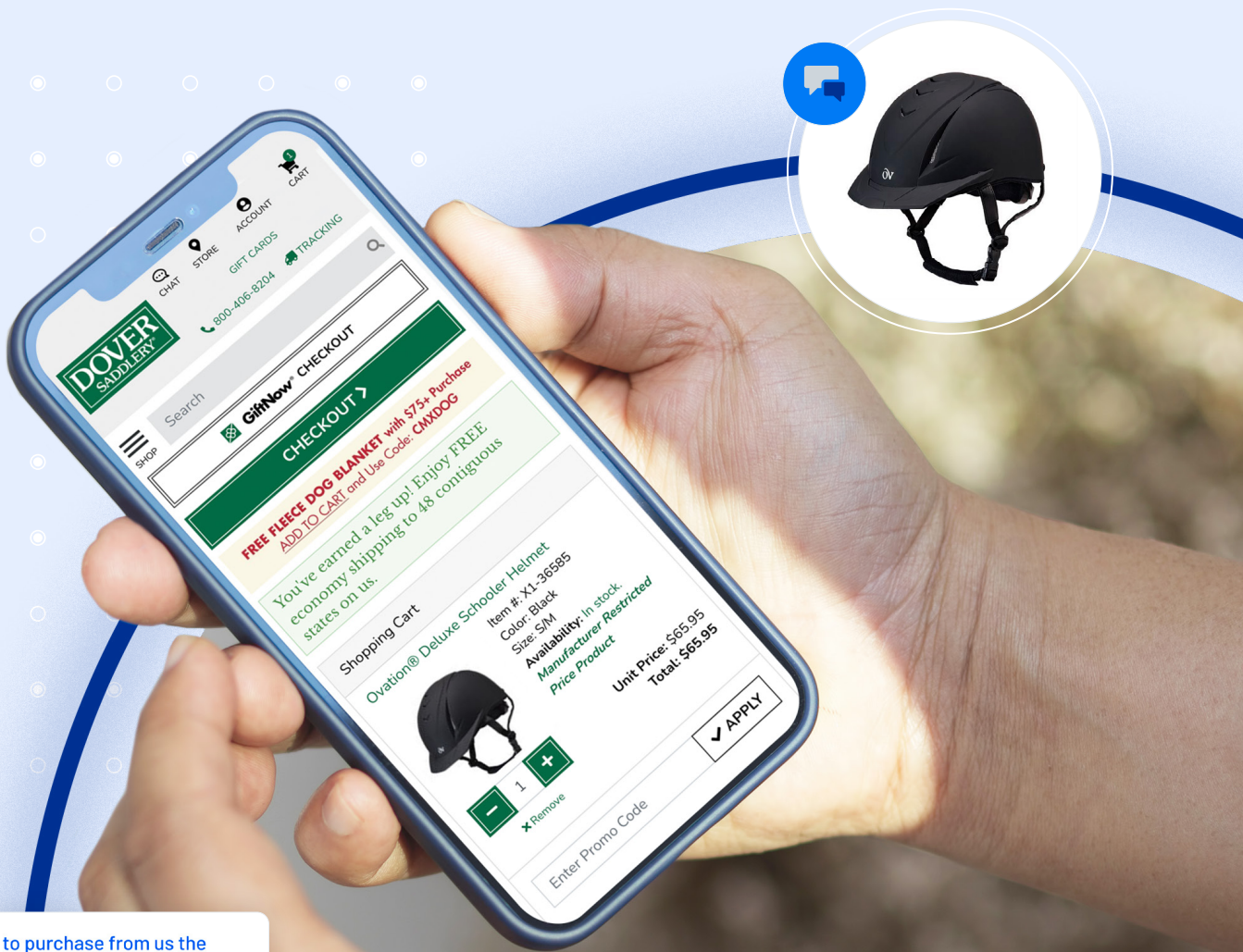


Case Study: Dover Saddlery

How to Optimize CX Using Customer Feedback



How likely are you to purchase from us the next time you are in the market to buy this type of product?

Likelihood to recommend



Not At All

Highly

About Dover Saddlery

Originally founded by two members of the U.S. equestrian team, Dover Saddlery opened its first store in 1972 with the goal of giving equestrians access to the world's finest English tack (a style of equipment and apparel for riding and showing horses). Today, the company has over 30 locations nationwide and a comprehensive ecommerce site.

To guarantee it meets the needs of its customers, Dover Saddlery uses the Online Buyer Survey – Bizrate Insights' flagship survey solution covering the purchase journey from the point of sale through to post-fulfillment – to collect and analyze feedback from verified buyers. Most recently, the customer service and ecommerce teams used survey results to optimize the user experience (UX) of the company's website for desktop and mobile shoppers.



A Trusted Resource for Equestrians

When it comes to finding the right equipment, equestrians want the very best for themselves and their horses. The team at Dover Saddlery understands this because they're also experienced equestrians. By only offering products meticulously field-tested for performance and reliability, the company has **won the trust of riders of all skill levels for the past four decades.**

Customers have come to expect **high-quality customer service** and **a wide selection of products** when shopping at their local Dover Saddlery store. This high standard has helped the Massachusetts-based retailer build lasting relationships with the tight-knit equestrian community. But with more of its customers shopping exclusively online, Dover Saddlery has prioritized **translating that same excellent customer experience into a responsive, mobile-friendly ecommerce store.**



The Source[®]
for English Riding
Apparel & Tack

Founded in 1975

A Customer-First Approach Powered by Bizrate Insights

At Dover Saddlery, **customer satisfaction isn't just a business metric** relegated to the customer service team – it's an interdepartmental touchstone that extends all the way to the executive leadership team. Since 2006, the equestrian retailer has **relied on the Online Buyer Survey to align business goals** with the needs of its customers.

For CEO Brad Wolansky, checking Dover Saddlery's Customer Verbatims dashboard in VitalSigns, the reporting platform used to formulate insights using survey response data, is **a top priority**. Because the Online Buyer Survey collects feedback at both the point of sale and post-fulfillment, Wolansky can read comments from verified customers to **better understand how his company is performing** at crucial stages in the buyer journey.

"There is simply nothing better," he said. "Every morning, for the last 20 years, over the span of four companies, the first thing I look at while still in bed is yesterday's sales. The second thing, 365 days a year, has been the Customer Verbatims dashboard in VitalSigns."

POS December 6, 2021

"Looking for warm winter boots for my friend. I loved the look of these boots and the recommendations were great. And, they were a great price."

FF January 11, 2022

"Checked for the product online. Compared products and the reviews. Ordered the product chosen. It arrived on time. Was just as advertised. Would highly recommend Dover."

VitalSigns effortlessly displays key performance indicators (KPIs) from a retailer's Online Buyer Survey and makes them accessible in one central location. **The customer service and ecommerce teams at Dover Saddlery have taken full advantage of the platform by collaborating to address negative customer comments while also overhauling the company's online store.**



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Brad Wolansky
Chief Executive Officer

Streamlining Customer Service

Customer Service Manager Jillian Eagan tracks all reviews and product questions gathered by Dover Saddlery's Online Buyer Survey daily. Using VitalSigns, she can **monitor each stage in the customer journey for negative comments, resolve issues in real time, and pass along feedback to other departments.**

"I'm always looking for neutral or negative comments about the customer experience," she said. "It definitely helps us stay on top of things. If a customer is unhappy after an interaction with customer service, then we can always turn that into an educational opportunity for our team."



The software has really helped with identifying customer experience issues, as well as any website issues we might be having. We are reading the comments every day.

Jillian Eagan
Customer Service Manager

Since the Online Buyer Survey only collects feedback from verified buyers, Eagan can reach out to a customer using the email address they submitted during checkout. Directly following up with customers helps her team be more proactive – **all without ever having to pick up a phone** – and ultimately frees up valuable time and resources.

"The software has really helped with identifying customer experience issues, as well as any website issues we might be having," she said. "We are reading the comments every day, and when we see any trend of negative experiences or usability issues, we immediately will test it ourselves to see if we can recreate the issue. If we can, then we will craft an update to the site and deploy any changes as quickly as possible."

December 29, 2021

"I like the website but the people that answer the phone and help you with what you need for your situation are the best!!!!"

Positive

Tone

Customer Service

Topic

Repeat Customer

Purchase Frequency

December 29, 2021

"From my 1st phone call the staff was incredibly professional, courteous and friendly. They were able to answer my questions and provided me excellent customer service. Any and all issues with placing my order online were met with knowledgeable and efficient answers. I will certainly be purchasing from Dover Saddlery again. I highly recommend Dover Saddlery to any and all equine owners."

Positive

Tone

Customer Service

Topic

1st Time Customer

Purchase Frequency

December 29, 2021

“My search and purchase was rather easy given the fact that I already knew what I was looking for. I simply pasted the info into the search box and it pulled the item up right away. An easy purchase overall.”

Positive
Tone

Check-out / Shopping cart
Topic

Repeat Customer
Purchase Frequency

December 30, 2021

“I’ve never had a better experience with a website! It was easy, and simple to check out. Overall 10/10 experience.”

Positive
Tone

Check-out / Shopping cart
Topic

Repeat Customer
Purchase Frequency



Building a Mobile Site with Customer Feedback

Transforming Dover Saddlery’s massive product catalog into a mobile-friendly online store was a significant challenge. At first, mobile users regularly experienced long load times and technical difficulties filtering through the company’s hundreds of products. These mobile UX issues contributed to a high mobile bounce rate and frequent negative feedback to the customer service team.

Despite having limited resources and a small development team, Dover Saddlery needed to make significant improvements to its mobile site. The ecommerce team knew **efficiency would be crucial**, so they analyzed negative customer comments using VitalSigns to identify the most prominent pain points.

Their conclusions helped them **prioritize changes to the mobile site based on what would have the greatest positive impact on customer satisfaction**. From there, they were able to fast-track the web development process so that each change could be implemented in 30 days or less.

“Bizrate Insights gives us the feedback we need to inform our ecommerce strategies,” said Brenda Royce, senior manager of ecommerce operations. “I can’t imagine what this process would have looked like without customer feedback. I can quickly affect change that wouldn’t have otherwise been possible because I can now point to that feedback and make a stronger case for what we need to accomplish.”

Dover Saddlery continues to iterate on the design and functionality of its mobile and desktop sites using feedback from customers. The ecommerce and customer service teams have also been able to use their survey results to **fine-tune on-site messaging and resolve day-to-day site issues**, such as assisting a customer when a discount code or coupon isn’t working.

“**I can quickly affect change that wouldn’t have otherwise been possible.**”

Brenda Royce
Senior Manager of
Ecommerce Operations

The Results

Since mid-2019, Dover Saddlery has shortened page load times, optimized filtering and sorting functions, enhanced the ease of scrolling, and upgraded the functionality of product size charts on its mobile site. **These changes added up to make a dramatic impact:**



“There is simply nothing else like VitalSigns that provides near real-time feedback from customers and tells us exactly where we can be doing better,” Wolansky said. “The specificity that comes from customer commentary can usually lead to a usability improvement within hours, if not minutes.”

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Brad Wolansky
Chief Executive Officer



Start Hearing from Your Customers Now

The right survey solution makes all the difference. Bizrate Insights' Online Buyer Survey is designed to easily integrate with any ecommerce site – so you can start collecting feedback from customers almost immediately. Schedule a call with us to learn how you can get your company's first Online Buyer Survey up and running.

[Request a Demo](#)

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