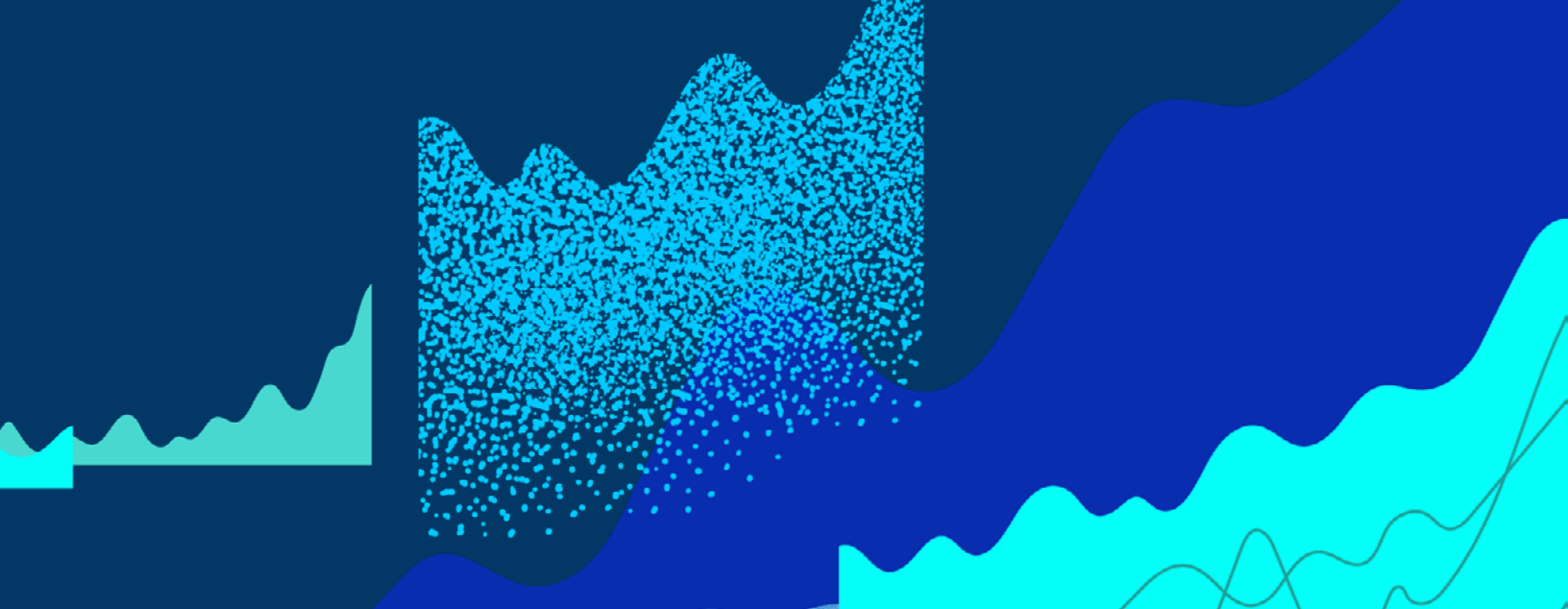


CASE STUDY

# **FireFold Uses Voice of Customer Insights to Reimagine Their Digital Experience**



FireFold, a provider of networking and home theater products and accessories, has served as a trusted source of technology since 2005. A small, independent eCommerce retailer with under thirty employees, their Voice of the Customer strategy has helped them maintain an edge over big box competitors like Best Buy.

When conversion rates dipped following a May 2019 website redesign, the team realized it was important to hear from more than just customers who had made a purchase – they needed to hear from those who were abandoning the experience, too.

The FireFold team, which had already been using Bizrate Insights' Online Buyer Survey to collect post-purchase feedback, added the Site Abandonment Survey. This allowed them to collect feedback from visitors who left the website before making a purchase. The addition of targeted, custom questions helped them to determine where their changes to browsing and navigation had missed the mark.

4% decrease in cart abandonment

15% increase in overall satisfaction

19% increase in monthly sales

## Real-time site abandonment feedback reveals what customers want

The FireFold Customer Service team implemented a 48-hour review process to steadily monitor shopper feedback across the shopping and purchasing experiences. VitalSigns, Bizrate Insights' reporting dashboard, gave the team a way to easily track and measure the results of their efforts.

Key issues quickly bubbled to the top of customer comments, resulting in a number of website changes and improvements:

- 1. Search and navigation options were expanded to improve product clarity.**

Identifying the right piece of equipment for a home theatre can be a complex and sometimes frustrating process. Despite FireFold's efforts to improve navigation and search, customers were still struggling to locate the products they were looking for.

The team responded by enhancing their search bar with an add-on that learns customer preferences, makes suggestions based on previous search history and commonly searched items, and enables customers to browse and filter without visiting another page. This made locating products a quick and easy task, even if the customer wasn't exactly sure what they needed, and improved FireFold's Product Clarity and Likelihood to Buy Again metrics by 4%.

## 2. More flexible shipping options were introduced.

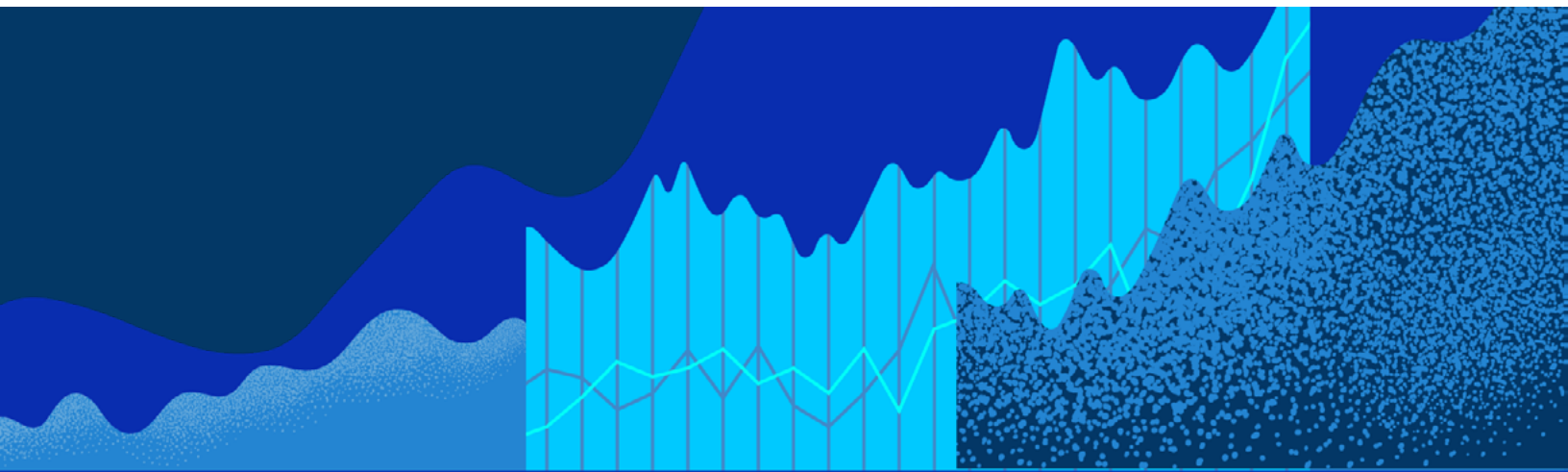
Free shipping also revealed itself as a clear issue, with customers expressing frustration with the limited number of eligible products and a high spend threshold for larger items. Abandoners indicated that they didn't want to pay shipping on small items like cables and television mounts and were willing to go elsewhere for them.

In July 2019, they decided to lower the free shipping threshold to \$49.99 and add a hover-state feature to promote special offers including sales and free shipping. This successfully increased customer ratings of their shipping options by 9% over the next 30 days.

## 3. Address forms on the checkout page were adjusted to reduce confusion.

The survey revealed that buyers were incorrectly entering their shipping and billing details because the fields were located on the same page.

Compounding the issue, customers who noticed their mistake had trouble correcting the information. This led to both abandoned purchases during checkout and an increase in the number of customer support calls and support tickets.



# Cart abandonment drops – and customer satisfaction rises

The changes FireFold made based on the customer feedback they collected throughout the entire shopping and purchase experience resulted in an **overall 4% reduction in cart abandonment, a 15% increase in Overall Satisfaction and a 19% increase in monthly sales.**

The metrics and comments gathered from the Site Abandonment Survey served as “actionable information that allowed us to make improvements that were specific to our customers,” says Jennifer Crosby, Head of Customer Service.

In addition to the lift in conversion, the Customer Service department reported a dramatic drop in the number of help tickets. The FireFold team credits this to the Site Abandonment Survey and the way it contributed to FireFold’s efforts to create a more frictionless website that emphasizes ease-of-purchase.

**“The feedback we received from customers at the time of order is invaluable,”** Jennifer says of the survey’s impact on their overall Voice of Customer strategy. With Bizrate Insights providing customer insights at both the point of sale and the point of abandonment, FireFold can more successfully serve their customers and build loyalty in an increasingly competitive space.

# About Bizrate Insights

Bizrate Insights collects 25 million surveys annually and is one of the largest sources of verified customer-generated ratings and reviews.

Our core solutions cover online visitors and buyers, plus retail store buyers, allowing retailers of all sizes to build a best-in-class customer experience, gain competitive intelligence, and attract more qualified traffic.

For a free demonstration of Bizrate Insights' Solutions and an overview of how we can meet your business' needs, schedule a time using the button below.



**Bizrate Insights provides us with a unique moment-of-purchase glimpse into our customer's buying experience.**

Jennifer Crosby

Customer Service Manager at FireFold



**bizrate** insights

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