

IMPROVED DIGITAL UX LEADS TO BOTTOM LINE GAINS

SCANDINAVIAN MOBILE
SERVICE PROVIDER



A Task Analytics Case Study

Leading Scandinavian Mobile Service Provider part the largest telecom company in Nordics took the step to update and redesign their website - improving User Experience, increasing Bottom Line, and gaining Millions of dollars in the process. Now truly a modern and technology leading company providing digital services nation-wide, enabling consumers, businesses and society to get access to services important for them, on their terms, 24/7 – all year round.

WHAT WAS THE CLIENT'S PROBLEM?

A leading Scandinavian mobile service provider wanted to embark on a comprehensive redesign to improve the user experience – more specifically improve their website, which was deemed un-user friendly, hard to navigate and non-intuitive. The client had been collecting significant amounts of data, used tools such as Google Analytics and Hotjar videos, but with multiple stakeholders for the project, all of whom had their own ideas for what to prioritize and what the redesign should focus on, the client was facing some serious challenges:

- *Unsure what needed to change to improve current experience*
- *Unclear on what use cases to prioritize*
- *No insight to the actual challenges' users were encountering on the site*
- *Unable to determine actual customer intent despite extensive user tracking through Hotjar and Google Analytics*

In short, the client needed to know their customer's actual intent for coming to the site, so they could figure out how to approach the redesign.

WHAT DID THE CLIENT DISCOVER?

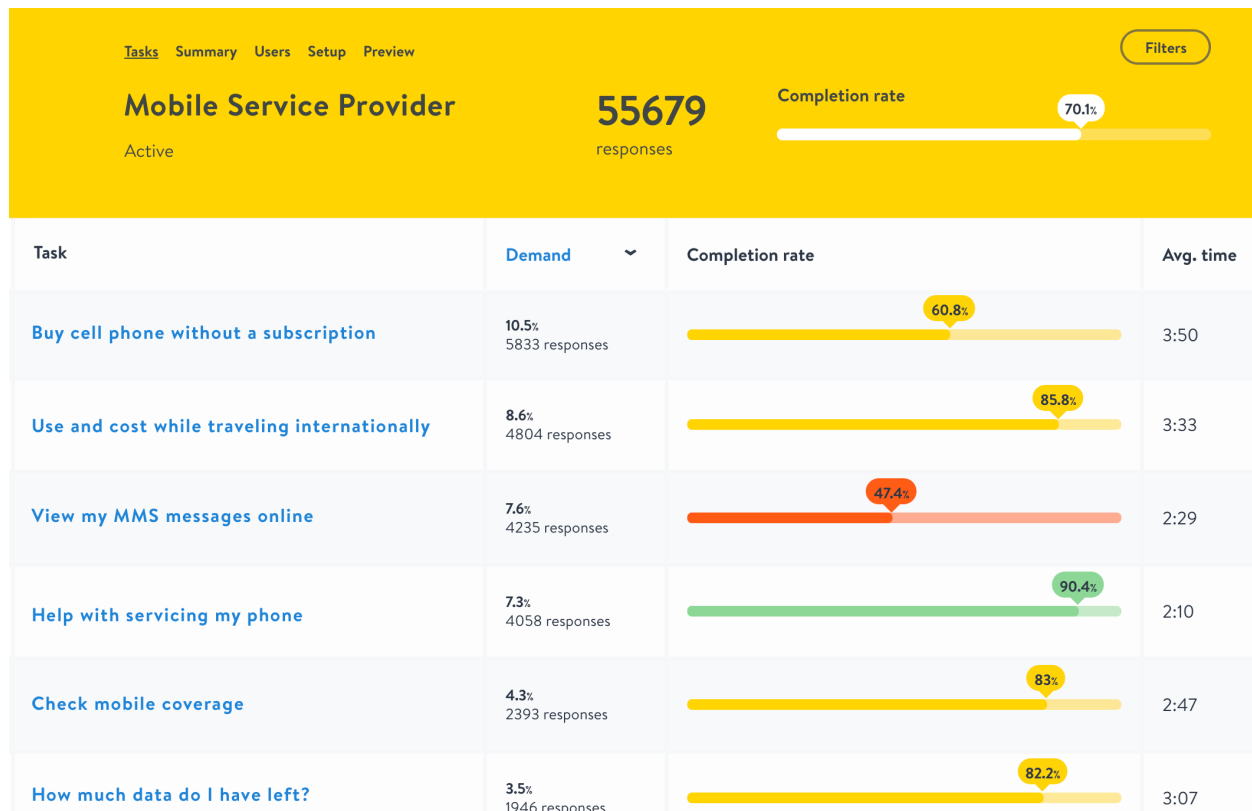
With the solution and help from task Analytics, the Clients Digital team noticed not only the What (e.g. that users were unable to successfully complete the purchase of a new cell phone without a new subscription), but more importantly the WHY users were having trouble.

Here's how they did it. The Telco's Digital team first used Task Analytics to define a top task list and then measure the demand for the top tasks across the site. The top tasks identified were:

1. Buy cell phone without a subscription
2. How to use the phone and what is the cost when traveling internationally
3. Get help with service or their phone
4. View my MMS messages online
5. Check mobile coverage where I live, work, or travel
6. How much data do I have left?

Thanks to Task Analytics the team was very quickly able to measure the demand as well as completion rates across tasks.

One example was the key Top Task directly associated with sales: *Buy cell phone without a subscription*.

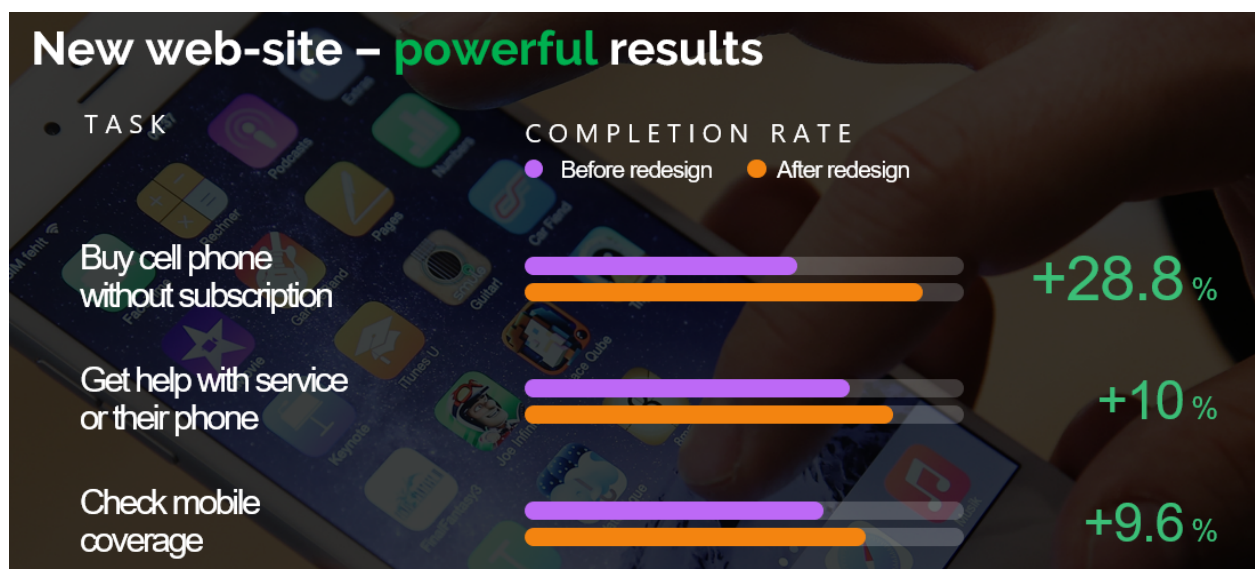


By analyzing the user's responses and their digital experience as to why they could not successfully purchase a cell phone without a subscription, the Telco's Digital team had identified a key issue facing all visitors to their site.

The team rolled out its initial redesign with this and other key issues in mind and continued to measure customer intent and completion rate with Task Analytics. What they found astonished them.

WHAT WAS THE OUTCOME?

The Mobile Service Provider was able to identify specific areas of the site that they needed to focus on as part of the redesign. This iterative approach prevented costly mistakes that have substantially improved the customer experience.



- **Buy cell phone without subscription:**
The completion rate improved by **28.8%**, driving higher revenue and preventing customers from going to another reseller
- **Get help with service or their phone:**
The completion rate improved by **10%**, helping resolve customer problems and troubleshoot their issues without having to call Customer Service

➤ **Check mobile coverage where I live, work, or travel:**

The completion rate improved by **9.6%**, reducing the need to call to Customer Service and improving customer satisfaction with the site

They continued to use Task Analytics to help systematically address the bottlenecks, increase revenue associated tasks, lower costs of support related tasks and improve the overall customer experience.

Overall the increased revenue and achieved savings for this client on a yearly basis was estimated to improve the clients bottom line with some 3-4% - or millions of dollar in gains.

To learn more, please feel free to contact
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