



Industry: Telecommunications

THE CHALLENGE

US-based telecommunications brand needed to improve web experience in a highly competitive market

THE SOLUTION

Selected Competitive Pulse to understand where and how competitors provided more user-friendly content

THE OUTCOME

Redesigned their plans page to more clearly present information, driving higher conversion

US wireless provider “makes plans” to beat the competition

Resolves content confusion on critical webpage, driving higher conversion and revenue

The Challenge

Operating in a highly competitive environment, a large US wireless provider needed to understand how their web experience compared with those of major competitors.

They knew that presenting a highly optimized digital experience was a huge business opportunity. Empowered consumers often visit their website to assess their selection of phones and plans—making choices and transacting online with little to no interaction with members of their team. This made the online experience a very high ROI sales channel for the company, so they needed to ensure that the full experience is a positive one.

The Solution

They turned to UserTesting, selecting the Competitive Pulse package to benchmark their web experience on a quarterly basis. They identified the major competitors they wanted to track and also the distinct pages on their website that they wanted to focus on. These included: their phones, plans and store locator pages.

The Outcome

Of the various insights that were uncovered, the wireless provider made a major discovery about their plans page. They learned that similar wording and text-heavy descriptions of the different plan options made the process of comparing plans frustrating for users. Customers were unable to easily scan the page to identify the differences and select the most appropriate plan.

On the other hand, their competitors—and one in particular—presented information more clearly. Their use of iconography made it easy to understand plan details. And the inclusion of tables enabled customers to quickly do side by side comparisons. Based on this learning, the team was able to prioritize changes to the company’s plan comparison page, resulting in higher conversion and millions in additional annual revenue.