



Industry: B2B technology

THE CHALLENGE

Make improvements to the category pages that are the largest driver of website traffic

THE SOLUTION

Unmoderated testing yields clarity on what customers actually want on webpages, despite what they may say

THE OUTCOME

Updated design sees 12% decrease in website bounce rates and a 2% increase in time on page

B2B software reviews company applies Voice of Customer as a critical growth strategy

Leans on UserTesting as a scalable, qualitative insights solution for data-driven decision-making

The Challenge

A leading B2B software reviews company empowers businesses by highlighting the Voice of the Customer and making this information available and accessible. Their review platform showcases more than half a million independent and authenticated user reviews, and every month millions of buyers rely on this data to make informed buying decisions.

So it isn't a surprise that securing customer feedback is a major part of the company's culture and the basis for its innovation. When it comes to understanding what their customers prefer and the improvements they should make, they rely on UserTesting for fast, actionable insights.

Their website serves as a critical source of new business, and making improvements to the experience rested with the product team. A Product Manager on the team notes, "Our product is our website. So organic traffic growth and subsequently the company's overall business goals all sit within the product team's objectives and responsibilities."

Analytics data indicated that their category pages drew in the most traffic and generated the most new business. Because search engines, specifically Google, were the primary source of traffic referral, the team honed in on the metrics that typically drive search engine performance.

As the PM explains, "We took note of the number of visitors who landed on the category pages as confirmation that these were the pages we should pay attention to. We also took note of our position on search results pages, and the things that we know influence ranking, including bounce rate. We wanted to improve our placement in organic results because we knew that that would be key to improving our overall business performance."



After applying the winning template to all category pages, the team saw a 12% decrease in bounce rates to their site and an increase in traffic to their site.

The Solution

Once the team confirmed that category pages should be the focus of the first phase of site improvements, they turned to UserTesting, using unmoderated testing to get feedback. “Our studies consisted of seven to ten questions, instructing participants to go to certain pages of the site, explore them and then asking if they were able to perform a certain task. In this effort, we were trying to get general feedback on what people liked, didn’t like, and anything that they thought was missing.”

The team wanted to keep their study framework as true-to-life as possible, so they narrowed down to certain personas searching for reviews on specific types of products. “With UserTesting, we were able to create studies that targeted people who worked in the HR [Human Resources] field to give feedback on the experience of searching for reviews on HR software.”

The Outcome

Taking this feedback into account, the team created three variations and then A/B/C tested these designs on their website in order to hone in on a winning design. After applying the winning template to all category pages on the site—a feat that took about two months—the team saw a 12 percent decrease in bounce rates to their site and an increase in traffic to their site.

Additionally, the team learned a lot about their customers as well as about the needs of their team—learnings that will inform future efforts to drive effectiveness and efficiency.

1. Data is key towards faster, more effective decision-making. “The reason that we A/B/C tested three different options was that we had lots of ideas and lots of hypotheses about what would work. And together we decided that we’re going to test these ideas and get qualitative data to move things ahead. And when we did have that data, we found that it made the conversations a lot easier—that we weren’t basing decisions on opinions.”

A UX Designer on the team echoes this sentiment. “We base nearly all of our design decisions on data. We want to make sure that we aren’t relying solely on feelings or assumptions. We want to make sure that we’re testing our ideas so we can more confidently back up decisions and the rationale behind them.”

When asked about the importance of qualitative data in particular, the UX Designer offers, “We have made lots of decisions in the past related to the data we’ve had access to—including SEO and SERP [search engine result page rankings], conversions and other business goals and requirements. Through user testing, I’m really trying to bring the voice of the user to these conversations. Qualitative data really helps to get our stakeholders on board and shifts the conversation to the things our users expect and care about.”

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2. Customers' actions belie what they claim they want. “We learned that we shouldn't put too much information on a page. That was an insight that we applied towards designing our pages,” notes the PM. “But at a higher level, we learned the value of watching our customers actually interact with our website.”

“If you ask a person, ‘Do you want this on the page?’ the person will say ‘yes.’ But if you ask a person to use the page, and you have the opportunity to observe them to see what they are looking at and what they find valuable, you'll find that they don't actually end up using or clicking on the things that they initially insisted that they wanted.”

3. Growing a business requires a structured approach to gathering and sharing customer insights. The team has also been able to lean on UserTesting as they have grown and their needs have evolved. The PM notes, “In the past, I could run a study and then sit with the entire product team at a table during lunch and watch the videos. But with how much we've grown, that's not possible anymore. So we need to collect customer data in a way that is more structured.”

The UX Designer adds, “Not only has the product team grown, but the number of stakeholders involved in any given project has also grown.” With more decision-makers comes the risk of more opinions lengthening processes. “That is one of the main reasons that we want to structure and create more visibility in our process. By having stakeholders watch videos, it's one way to ensure that they have heard what our users are saying and that it has influence over how they are basing their decisions.”



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