

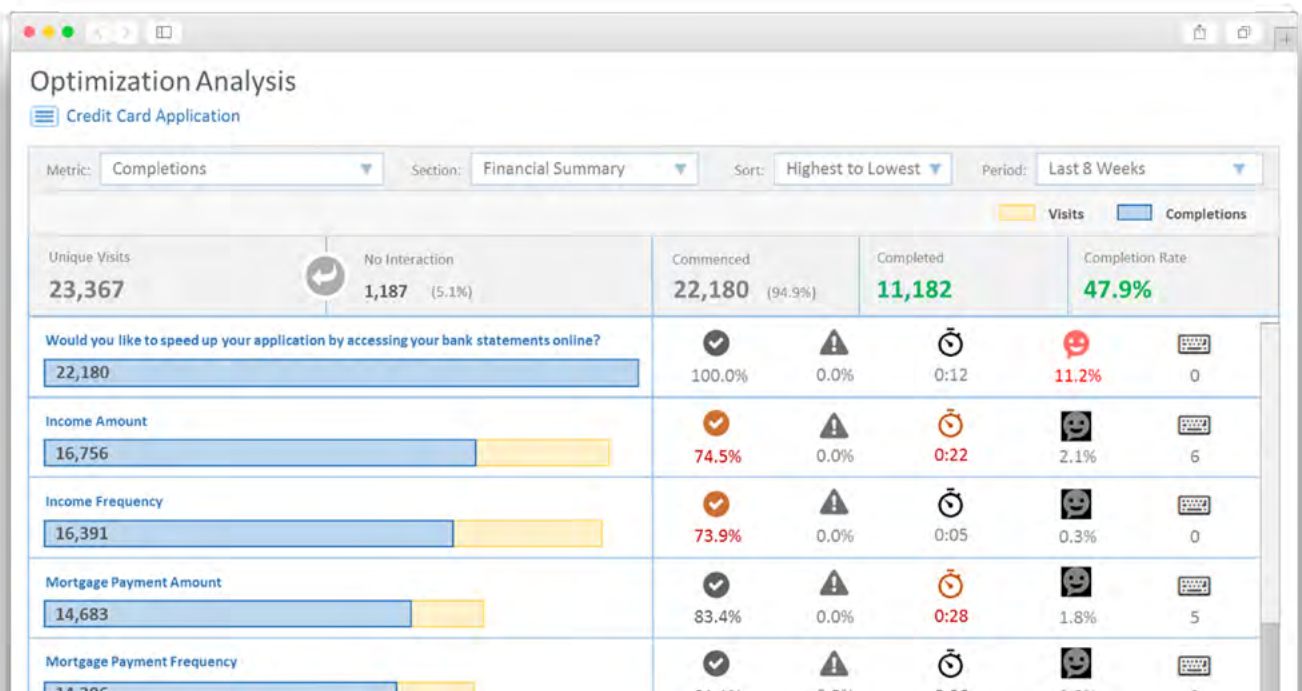


An Avoka Transact® Success Story

DRIVE OPTIMAL DIGITAL EXPERIENCES

With so much emphasis on building a great customer experience, it is surprising how difficult it can be to measure how well these processes achieve their objectives. One of our customers, a luxury automotive company, was facing this exact dilemma in their Canadian market.

However, Avoka was ready to help!



THE PROBLEM

Avoka's Experience Optimization service provides on-going analysis and recommendations to optimize the performance of digital application experiences.

While Digital Journey Optimization is a relatively recent trend in the automotive industry, digital customer acquisition is now widely recognized as a major factor for increasing brand adoption and vehicle sales. The company wanted to increase sales and grow their brand. They knew optimizing their test drive application journey was the path to achieving their goals.

The company had some hypotheses on potential friction areas in their digital test drive application but had no way to test and confirm them. They needed a way to measure user behavior, trends, and abandonment hotspots. With this information, they would be able to optimize their customer experience to acquire more leads and customers.

AVOKA EXPERIENCE OPTIMIZATION

The Avoka CX Design team benchmarked the company's existing test drive application journey against their three top competitors, using the Avoka Transaction Effort Score® (TES). The TES is an approach for measuring the effort required by a prospect to complete a digital sales transaction. Scores showed the company had the highest TES, indicating their customer experience required the most effort compared to their peers.

Next, the team conducted a quantitative analysis, using Transact Insights™, the behavioral analytics module of the Avoka Transact Platform. Insights is built to identify abandonment hotspots and enable data-driven decisions for continuous optimization of the customer acquisition experience.

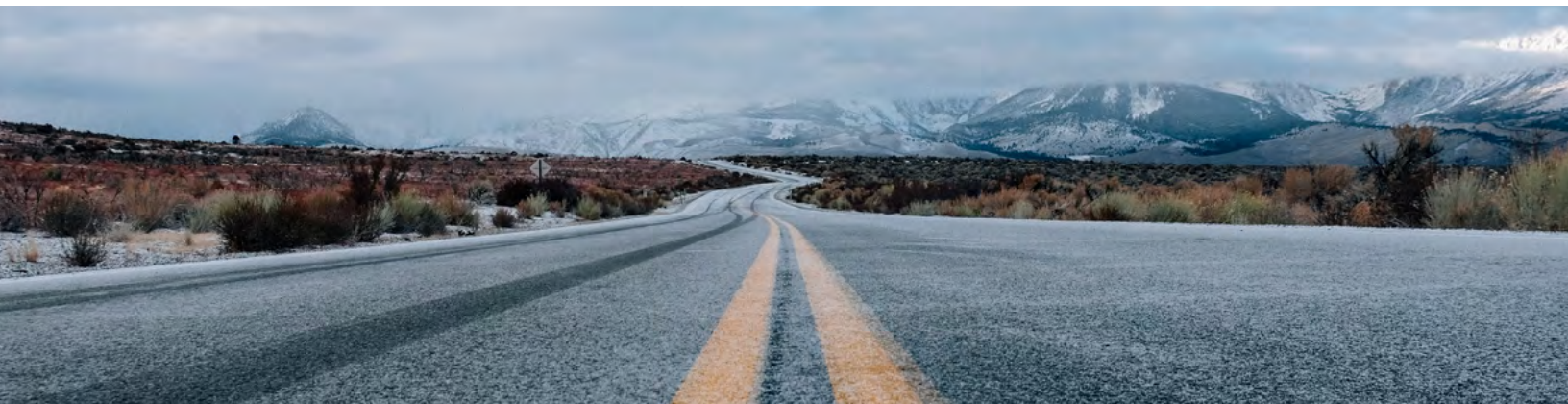
The team could visualize what users were doing and how they interacted with the test drive application to identify pain points in the journey. **This was the first time the company was able to view comprehensive, in-depth analysis of the customer test drive journey, in real-time.**

In addition, the team performed a qualitative analysis to suggest best practices the company could employ to optimize the journey. Avoka developed these best practices from years of experience in delivering outstanding digital customer acquisition journeys.



THE FINDINGS

The Avoka CX Design team utilized the learnings to propose eight design recommendations – ranging from simplifying the customer’s postal address lookup, to removing superfluous fields - to improve the journey and increase conversion rates. Offering additional guidance, they prioritized the recommendations based on benefit to the customer and the cost of implementing the changes.



THE ROAD AHEAD

After working with the Avoka CX Design team, the company was able to create a formal strategic plan, with measurable goals, to optimize their test drive application experience, utilizing in-depth data and analytics from the Experience Optimization service.

Seeing the value Transact Insights offers, the company is putting it into action. They now regularly review the analytics to assess their progress towards their goals. The reports serve as a common point of reference for the team to understand the customer application journey.

The Avoka CX team also educated the company on the importance of experience optimization and the impact it can have, as well as the techniques required to successfully enhance the customer experience, increase conversion rates, and reach their goals. The company now feels confident about their ability to implement all the recommendations the CX team provided.

As a result of the value the company has gained from the Avoka Experience Optimization service, it has committed to rolling out the Experience Optimization service and Insights to their UK market.



Request a Customer Experience design session at:

www.avoka.com