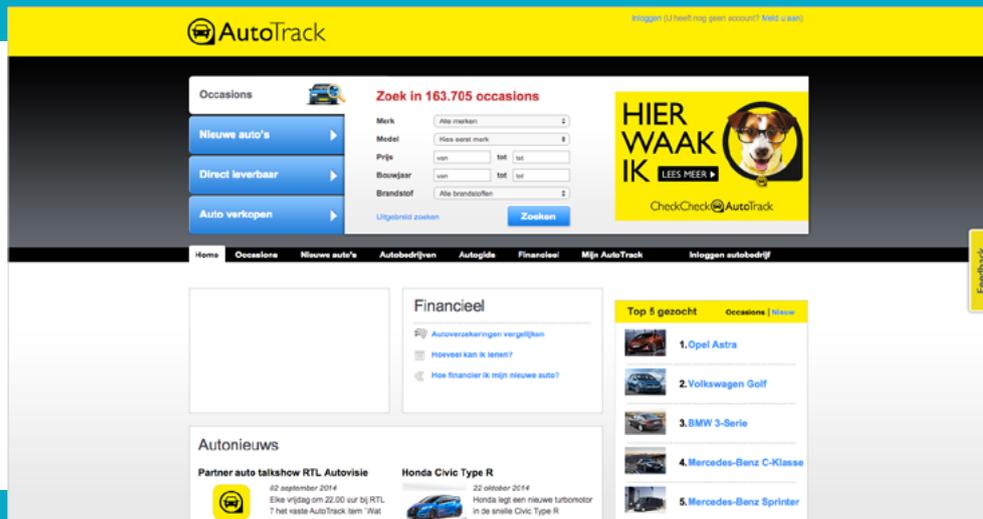


Using Live for Websites to connect with customers



Industry: Automobile/Ecommerce

Website: autotrack.nl

Using Live Since: Jun 2013

Autotrack.nl is the leading online retailer for cars in the Netherlands.

With a portfolio of about 180,000 cars, and over 2,5 million average site visits per month, Autotrack.nl is the biggest player on the Dutch market.

Feedback

“

I can easily recommend Usabilla to anyone looking for a versatile way to gather the voice of the customer: There is so much more to Usabilla than just feedback.

”

Pim Hutjens,
Product Manager at AutoTrack.nl

Takeaways

- Usabilla Live for Websites lowers the barrier for users to express feedback. This allows AutoTrack to act less on their gut feeling, and rely more on what customers really want.
- AutoTrack often find that users will discover bugs and other website issues, before they themselves can.
- By setting up email alerts, feedback is automatically sent to the relevant AutoTrack team member. This ensures they can action on it quickly, and efficiently.

The Opportunity

For AutoTrack, the customer is king. Their needs and expectations have the highest priority when it comes to decisions concerning the website. Thus, it's essential for Pim Hutjens - product manager at AutoTrack.nl - and his team to know what their customers want at all times.

The Solution

AutoTrack first got in touch with Usabilla in mid 2013; looking for a tool that would help them better understand customers - the goal to improve the UX of their website.

AutoTrack listened to their customers before Usabilla, but were not content with the way and the extent to which they involved customers in the optimization of their website.

The Feedback

When first implementing the Live feedback button, Pim and his team had high expectations. They were looking for suggestions and complaints on both big and small issues to help them improve the site.

At the same time, they were hoping for compliments to

point out and confirm the things that already work.

Here is a list of three major insights Autotrack.nl gains through Usabilla Live:

1. Suggestions for additions to Autotrack's search engine; add criteria X, add value Y, reorder criteria A and B, etc.
2. Users discover and report bugs before Autotrack.nl themselves can. This way problems are fixed more quickly.
3. With Usabilla it's easy to identify browser-specific flaws.

Acting on feedback

Autotrack.nl are delighted with the amount and quality of their feedback: "Feedback isn't scarce, we have plenty of ideas to keep us busy for the coming years," says Pim.

"The different ways to look at feedback are versatile and fit our needs. We can analyze feedback online in a pleasant environment (Usabilla website), or view basic feedback in the automatically generated emails. For certain purposes we can export feedback and it analyse further."