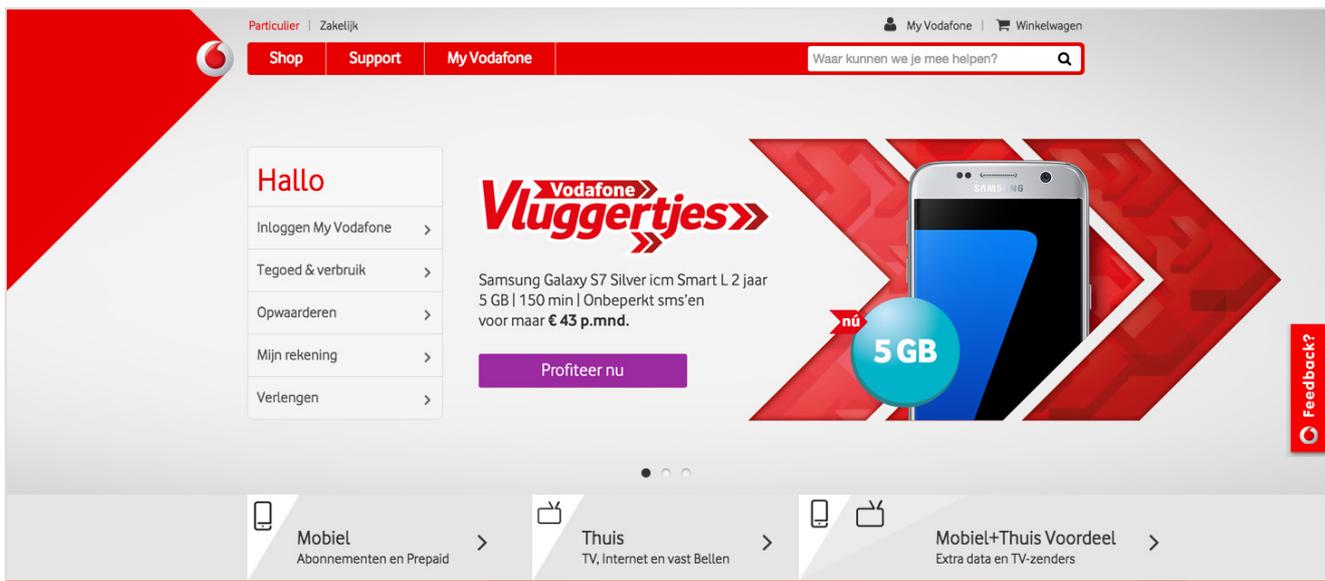


Usabilla helped Vodafone to significantly improve NPS in less than a year



The Project

Vodafone's main objective is to provide a great user experience and keep customer satisfaction levels high through continuous optimization; the company is constantly rolling out changes to improve their online presence.



Usabilla enables us to continuously monitor and improve the customer experience on our website; we are able to identify issues and prioritize improvements in a quick and easy way.



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DIGITAL BUSINESS ANALYST, VODAFONE

The Challenges

Vodafone were looking for a solution that would allow them to:

- Implement surveys in a fast and easy way to monitor changes on specific URLs
- Gauge customer satisfaction and frustrations
- Detect bugs and errors on time

The Solution

Vodafone selected Usabilla due to:

- The flexibility of the tool: you can set up and activate a survey in just a few minutes
- The JIRA integration: bug management becomes effortless
- The screenshot functionality: visual context makes bug handling more efficient

The Results

After receiving over 19.554 feedback items, Vodafone were able to:



Significantly improve their digital NPS

By closely monitoring the impact of changes with Usabilla and fixing subsequent bugs or errors, Vodafone managed to boost customer satisfaction and, in turn, increase their overall NPS.



Improve their first-time fix

Vodafone uses Usabilla to better understand the problems their customers face in specific journeys, which then allows them to address and fix these issues faster.



Quickly detect and manage over 245 bugs

Usabilla assisted Vodafone in finding over 245 bugs that were flagged by users during a one year period. These bugs were directly funneled to JIRA (Vodafone's issue and project tracking solution) and handled in a fast and efficient way.



Decrease customer support calls

By identifying users' frustrations and pain points, Vodafone continuously improves the content and functionality of their website, leading to a smoother customer journey. This results in less customer support calls as users can more easily find the information they're looking for.



Validate internal assumptions

Before rolling out changes based on internal assumptions, Vodafone validates these by proactively asking their users. These insights drive website iterations in a data-driven and customer-centric way.



Build stronger client relationships

With Usabilla, Vodafone understands what their customers want and where they are getting stuck. With this feedback channel open, they can easily listen to their website visitors on a larger scale and constantly improve customer experience.