usabilla

Improving customer satisfaction with Live for Websites
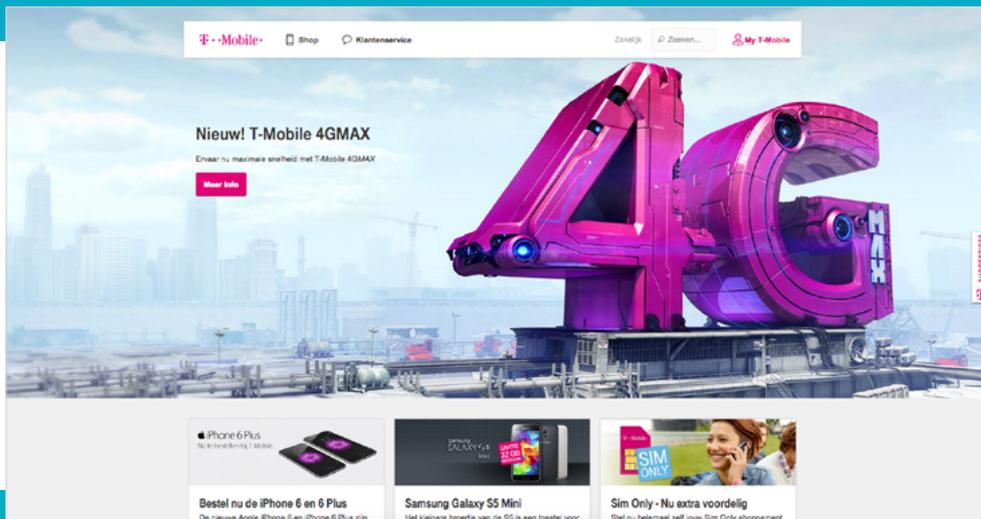
T· ·Mobile·

Industry: Telecom
Website: tmobile.nl
Using Live Since: May 2013

T-Mobile is a World leading mobile phone carrier.

Their website is a major source of both traffic and sales, making its smooth operation essential in the running of their successful business.

SUGGESTIES?

> " *We did not find [our previous feedback method] very useful in the processing of customer feedback, as we did not know which part of the page the comment was about.* "

Margot van Pelt,
Web Analyst & Optimization Specialist at T-Mobile

Takeaways

• Usabilla Live not only allows customers to communicate with T-Mobile, but better shows the cause of any issues, and provides more detailed customer insights.

• T-Mobile found customers using the feedback button more frequently. Combined with the screenshots and metadata (such as screen size, browser and OS) provided via Usabilla Live has meant fixes can be made quickly in the correct areas.

• Usabilla Live has increased T-Mobile's customer satisfaction due to improved communication with customers and faster feedback resolution.

The Opportunity

In an industry now so reliant on the web, T-Mobile required a method to ensure any issues on their site could be quickly discovered and resolved. On top of this, T-Mobile found their customers would come into contact with issues before their dev team.

Easing the Customer Feedback process

T-Mobile initially used their own in-house feedback tool, exporting basic feedback to Excel. However, in the words of T-Mobile's Web Analyst & Optimization Specialist, Margot van Pelt,
"We did not find this very useful in the processing of customer feedback, as we did not know which part of the page the comment was about."

The Solution

T-Mobile replaced their own feedback button with Usabilla Live in May 2013. Strategically placed feedback buttons allowed T-Mobile to segment feedback and action on it. This was especially important during a recent redesign where up to 8 people oversaw the feedback each day.

As Margot says, "For example, recently customers discovered and indicated a button on the site was broken and preventing them from going to the next page. Because of this signaling, we quickly found the problem and fixed it." – Increasing customer satifaction due to streamlined handling of feedback

Of course, there is much more to Usabilla Live than just allowing customers to relay issues to T-Mobile. They have also made use of campaigns: to introduce new products, and to ask visitors general questions about the website and app. All improving T-Mobile's communication with – and connection to – their customers.

Usabilla adapts to client's needs

Ultimately, it is Usabilla's keenness to adapt to each client individually which T-Mobile feels sets Usabilla apart. When asked if whether she would recommend Usabilla Live to others, T-Mobile's Margot van Pelt says, "Yes, [Usabilla Live] is a good tool. Usabilla is on the same wavelength as us, and they work together with us on ideas that also may help ours, and other businesses."