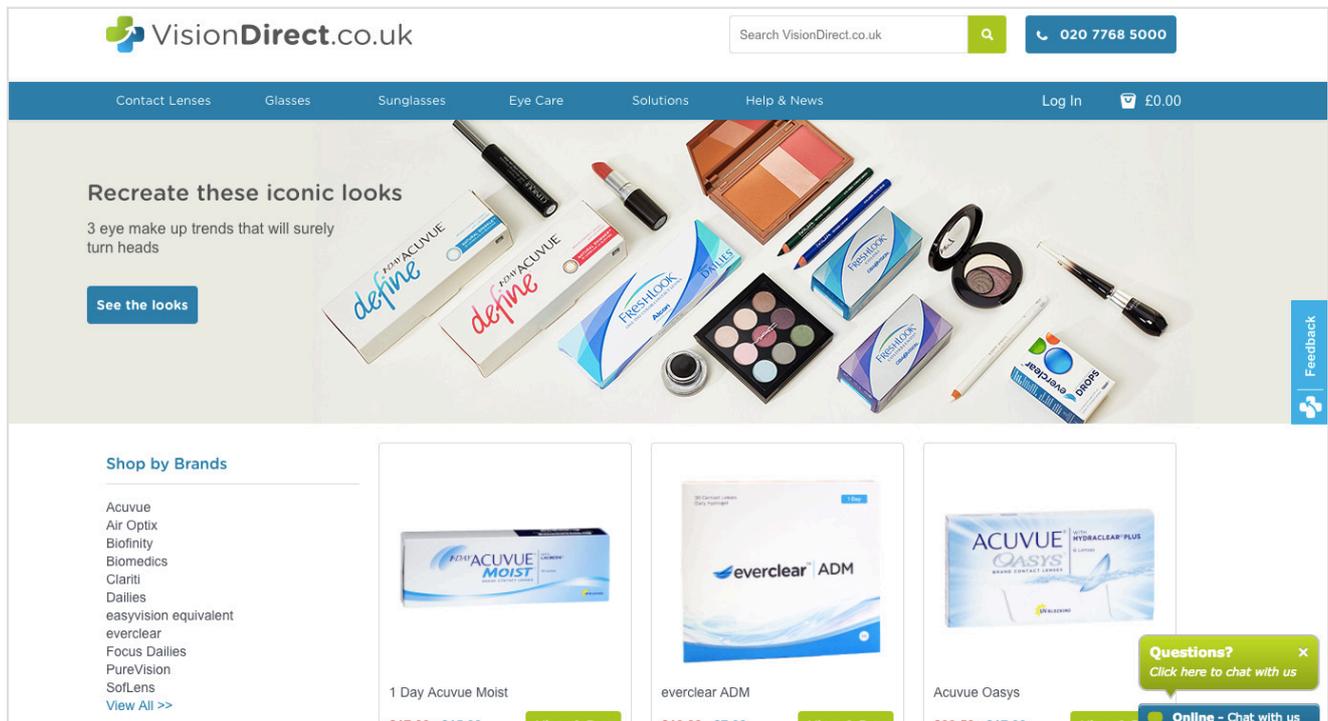


Eye Opener: Usabilla helped VisionDirect detect bugs avoiding negative impact on its revenue



The Project

VisionDirect experienced difficulties collecting detailed feedback from its customers. The main objective was to continuously be able to optimize the customer experience, detect bugs to save time and money and improve customer engagement overall.

“*Why Usabilla? Because of its duality of options, as opposed to the other feedback providers which are extremely basic in their functionalities.*”

GUNARS VUCENS
UX DESIGN MANAGER

The Challenge

To achieve this, VisionDirect wanted:

- To have a Voice of Customer (VoC) Solution that would allow its users to communicate positive and negative experiences by means of a direct channel
- To understand the reasoning behind fluctuating NPS scores and provide this information to higher management
- To detect bugs and errors instantly to avoid a loss in revenue
- To collect qualitative data regarding newly implemented processes and products



The Solution

VisionDirect selected Usabilla due to:

- The many functionalities the solution offers. VisionDirect compared Usabilla to the other feedback solution providers available in the market and mentioned that Usabilla stands out because of its duality of options; going beyond the basic features
- The speed of implementation and integration. Implementation can be done instantly so you can start detecting bugs immediately
- The mindset of the company. A forward-thinking product and a team that is always on top of its game, thinking along with the customer to accomplish success

The Results

After using Usabilla for more than a year, VisionDirect has been able to:



Understand & Improve NPS

Combining user feedback with NPS has provided VisionDirect with qualitative insights behind the fluctuating scores. The specific feedback allows the company to list and prioritize improvements which positively impact the NPS results.



Improve the user journey for a new product line

Little over a year ago, VisionDirect made the decision to also sell glasses next to its core business, contact lenses. As this was a new area of business for the company, it needed to understand the needs and requirements from a customer perspective. By using Usabilla, VisionDirect managed to get a substantial amount of negative feedback that impacted every action. The learnings gained from the feedback was used to optimize the buyer's journey for buying glasses.



Detect & solve bugs related to payment

By using Usabilla, VisionDirect is able to continuously find bugs and solve them instantly. The majority of identified bugs are related to payments and with Usabilla, VisionDirect is able to flag and resolve issues instantly which, otherwise, would have had a negative impact on revenue.



Understand the "why" behind its data

With customer service teams in place, the company already had a constant stream of customer feedback. The majority of feedback communicated by the team was negative and although negative feedback is valuable, it is not sufficient to define your next action points. Usabilla enables the company to collect both positive as well as negative feedback. With this information VisionDirect can optimize its digital channels, improve customer experience and ultimately, increase revenue.

“

It's cool to see that Usabilla has a forward thinking product and a team that is on top of its game. All the interactions have been great so far.

GUNARS VUCENS
UX DESIGN MANAGER

”