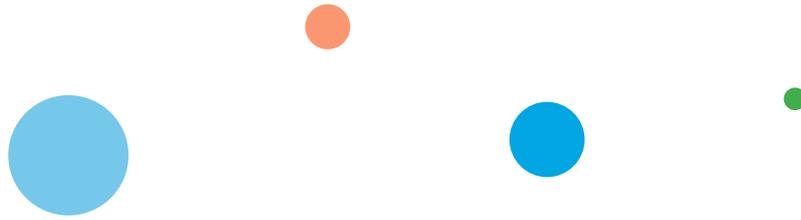


Fixing the Top 3 Barriers to Better Customer Experiences

Presented by **WEVO** and **Brooks Bell**





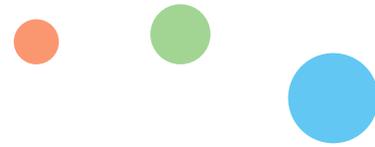
TOP BRANDS HAVE A CUSTOMER-FIRST APPROACH

that enables them to build deep relationships based on a valid understanding of their customer's needs. To build this, it is critical that brands have a scalable, documented practice of uncovering customer insights that are useful and statistically significant, and based on reliable data. From there, those insights must be shared and leveraged to drive business decisions. There are challenges along this journey, and WEVO and [illuminate](#)® by [Brooks Bell](#) have partnered to provide the guidance you need to unlock insight-driven success.

Our collective expertise in customer insight generation has shown us the most common challenges an organization faces when trying to lead with an insight-driven approach. In this white paper, we will share the Top 3 challenges and provide solutions to help you eliminate or avoid them altogether in your journey toward better, deeper customer relationships.



CHALLENGE 1



An outdated culture of pursuing results

Many organizations focus on short-term key performance indicators instead of prioritizing deeper consumer insights that reveal sentiment and needs that may require a business to invest in longer-term developments. These differing approaches can cause conflict that can cost you time and valuable customer insights.

To illustrate this point, let's talk about an A/B testing example:

Short Term KPI Boost

A brand may quickly seek out changes to the UI that they feel could improve conversion. They run the cliché “bigger button” test to chase a win over the Control. Let's say they are right: they win, they roll it into production, and then report on the impact to the top line. Then they're on to the next test, without having the means to understand the rationale behind that win. Sound familiar?

CHALLENGE 1

It's ok if you've been there. But this is an outdated way of thinking about testing.
The top brands today follow a path closer to this:

Long-Term Customer Insights

A brand conducts research to better understand customer sentiment around a portion of their digital journey.



They create an A/B test experience that addresses the study findings.



They use the test results to inform their customer insights further.



They continue iterative research and testing to help them more deeply understand customer sentiment.



CHALLENGE 1

Notice the differing goals in those scenarios.

- The “Short-Term KPI Boost” approach measures the success of the test by a lift over the Control. Their idea of iteration is based upon getting another lift – regardless of what they learned.
- The “Long-Term Customer Insight” approach cares about the metrics (of course, those are still important). But it also measures success based on the insights generated. This acknowledges that one test’s lift doesn’t tell the whole story, and that this is just one step on their journey to understanding what customers care about. This may require more work at the outset to set up, but it yields greater, repeatable gains down the road.



CHALLENGE 1

How to Overcome this Challenge

[Brooks Bell](#) helps companies generate a culture of insight through consulting, research, and experimentation services and we've seen this challenge time and time again. To resolve this cultural imbalance, we recommend acknowledging short-term metric needs while including the long-term iterative testing and research strategy. It takes more than a flip of a switch to change hearts and minds, so this will require time and effort. Teach the team to embrace the combined power of A/B testing and research in an ongoing, iterative feedback loop designed to help you better understand customers with every step. Teach them that one test or research project isn't the end, but rather an activity to be repeated again and again.

We suggest an internal pilot program to create a success case that you can build upon. Partner with a team to help them solve their research questions and meet their goals. Incorporate testing (their comfort zone), but guide them through the subsequent research and iterations. By successfully showing how this approach works in real life, you'll help the team you're collaborating with while also helping you set the stage for scaling this approach.



CHALLENGE 2

Failing to incorporate qualitative data

Every company has access to valuable data from customers' online experiences, but it is often primarily quantitative: showing unobjectionable facts about user behavior. Qualitative data is necessary to provide key context that illuminates the human factors of consumer choices. Collecting both qualitative and quantitative data—in other words, the “what” and the “why”—leads companies to choose the best “how” for delivering their products and services to customers.

WEVO empowers teams across an organization to gather insights across all of their digital experience assets: prototypes or live experiences, mobile or desktop, ads, emails, web pages, and owned or competitor sites. We believe that everyone can include accurate user experience research in every stage of product and marketing development. The key is to understand the “why” within each experience, and standardization is key to making research digestible to teams in a repeatable, reliable manner so that the business can make better decisions with reduced risk.

CHALLENGE 2

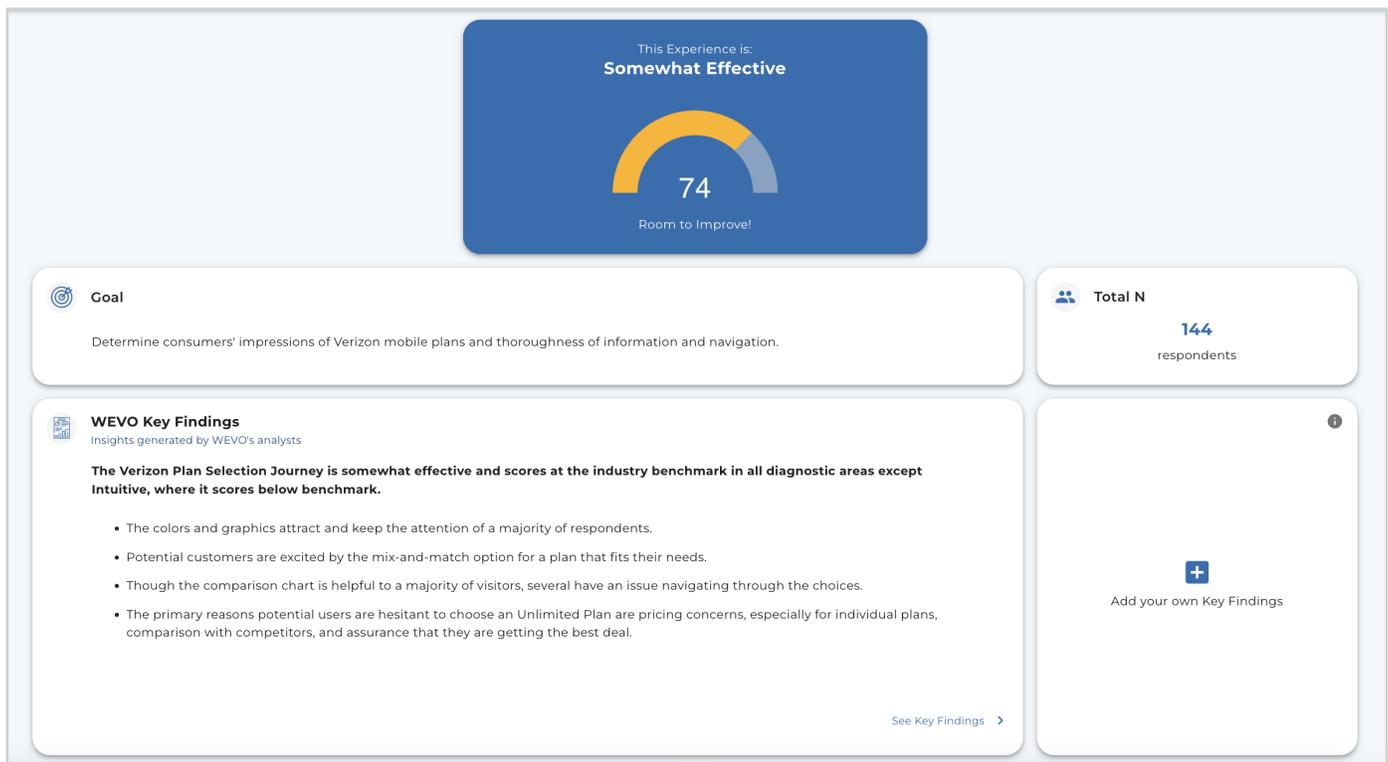
How to Overcome this Challenge

WEVO provides more qualitative insight into your brand's experiences, helping you answer critical questions like:

- ✓ What are your strengths and weaknesses when compared to your own experiences vs your competitors or the marketplace as a whole?
- ✓ How has customer perception of your experiences changed over time?
- ✓ How do your online experiences stack up to your competitors'?
- ✓ What gaps exist between your customers' expectations vs. reality?
- ✓ What do customers like, dislike, and most importantly, why?
- ✓ What verbatims support your understanding of customer preferences?
- ✓ What segmentation opportunities arise in understanding customer likes and dislikes?

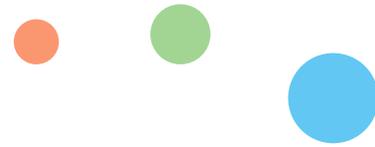
CHALLENGE 2

Create standardized processes so that you're able to make that impact repeatable and scalable. Share visual reports quickly after a test's conclusion, with results that everyone can understand. Spend more time improving experiences and less time poring or arguing over data.



Democratize insights by empowering your teams with the resources they need to run responsible tests—regardless of their role, UX researcher or not. Advocate for all teams to lead with insights, and identify an executive champion to help expand their reach.

CHALLENGE 3



Insight silos: physical and conceptual

How helpful are tests, research and insights that sit buried in decks and shared drives? Not very. Only by documenting, sharing and consulting insights when making decisions can their value be unlocked. But this is challenging. Many organizations still rely on decks to communicate their activities and learnings. And with time, those decks are forgotten and buried more deeply in the shared drive. This misstep is one of the biggest opportunities for brands to correct.

How to Overcome this Challenge

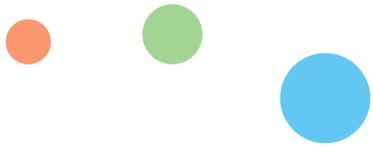
You've heard it before: single source of truth. But let's take that a step further to clarify that your single source of truth should not only store the information, but also be readily accessible to people and allow them to get to the information relevant to them as quickly as possible. Unlimited collaboration is a critical factor to ensure no silos are present. Important tags and attributes alongside sort, filter and search are critical pieces to helping people get to relevant information quickly.

If your organization is looking for a solution, [illuminate®](#) by [Brooks Bell](#) is a forever-free solution that checks all of those boxes above. And you'll find that it's easy to add your WEVO test insights.

CHALLENGE 3

The screenshot displays the 'illuminate' Insights dashboard. At the top, there are navigation tabs for 'Tests', 'Ideas', and 'Insights', with 'Insights' being the active tab. A 'SANDBOX' button is visible in the top right corner. On the left side, there is a sidebar with a menu icon and a 'TOTAL INSIGHTS' counter showing '10'. Below this is an 'Add Insight' button and a list of filters including 'Sorting', 'Brands', 'Channels', 'Tags', 'Teams', 'Insight Altitude', 'Status', 'Creator', and 'Contributor'. A promotional card for 'Insight Altitude' is also present. The main content area features a search bar and a list of insights. The first insight is highlighted as a 'KEY INSIGHT' and is expanded to show a quote: 'Prospects are expecting a laborious sign up process, so showing them their progress is motivating and a pleasant surprise.' Below the quote, it shows 'Last updated March 10th 2021'. To the right of the main content, there is a section for 'INSIGHT ALTITUDE CUSTOMER INSIGHTS TOOL' with filters for 'BRANDS' (Sample Brand A), 'TEAMS' (Acquisition), 'CHANNELS' (Site), and 'TAGS'. A chat icon is located in the bottom right corner of the dashboard.

Key Takeaways



In order to create impactful customer engagement, organizations must rely on insights gathered from consistent testing, research and experimentation to make decisions that will ultimately drive success. To do this, they need repeatable, reliable practices and established tools to generate and share these insights as effortlessly as possible.

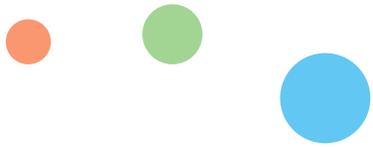
Doing this is easier than ever with the combination of WEVO and [illuminate](#)[®] by [Brooks Bell](#).

For UX research, WEVO enables you to uncover actionable customer insights to drive sustained impact – across benchmarked diagnostics, sentiment analysis, expectations and gaps, and much more.

To cultivate an insight-led culture, [Brooks Bell](#) empowers your team to document, share and fully realize the value of insights through organizational consulting and its forever-free insights accelerator, [illuminate](#)[®].

Together, this combination of resources makes it possible to leverage testing and research to realize its full potential for your organization.

Final Thoughts



One-and-done short-term testing strategies may show improvements to metrics– but fall short on customer insights. Be an advocate for customer insights by teaching and executing an iterative approach with a team in real time to build a success case and scale your efforts from there.

You want trustworthy evaluative research that’s accessible to all teams, and allows you to gather effective insights from all angles. Sharing insights creates a healthy spark within your organization, across teams, roles and departments. Make it easy for anyone to ask “what insight led to this priority?”

Insights are only useful if you also have a plan for keeping them top of mind and readily available to decision-makers. Ensure that you have a place for every person to go to find the insights they need when they need them. In the process, you’ll become the hub for all things customer insights, increasing your value to your organization.



ABOUT BROOKS BELL

Founded in 2003, Brooks Bell is a consulting firm focused exclusively on building insight-driven organizations. The consulting firm has spent the last 18 years building world-class optimization programs and helping companies leverage data, human-centered design and technology to deliver a better customer experience. Their engagements are focused on generating consumer insights that can be utilized effectively throughout organizations. Brooks Bell enables teams to take full ownership of their testing, personalization, analytics and user research programs to become masters of their own experimentation success.



ABOUT WEVO

WEVO is a UX research platform that uncovers insights with significantly less effort than typical tools. Research, product and marketing teams get synthesized quantitative and qualitative insights, scores and benchmarks with less than 30 minutes of effort. WEVO's statistically significant feedback de-risks their decision-making, delivering the confidence to build valuable customer experiences.