

IMPROVE YOUR CUSTOMER EXPERIENCE

Identify opportunities

Test potential solutions

Review findings

Monitor results

- Low conversion rates
- High customer service call volumes
- Lack of user retention and loyalty
- High bounce rates
- Poor experience design and usability
- Decrease in product sales
- Poorly integrated technology and systems

- **A/B testing**
Testing variations of an idea can statistically identify which one performs better, increasing the overall alignment to KPI goals.
- **Usability testing**
Users can carry out important tasks that can be validated and improved based on their interactions and feedback. Optimizing the experience will lead to more user adoption, leads, and loyalty.
- **Google Analytics**
Understand where users are coming from when they visit your site. Set up KPIs for how the digital experience will align with business goals.

- **Analysis and reporting**
A report can be created based on the analysis of the usability test and data. Reports will inform the team of the type of test conducted, target audiences, devices used, tasks associated, and output of those tasks.
- **Usability backlog**
Based on the report findings, a summary of recommendations can be defined with a usability backlog. These items can be reviewed and prioritized with the team and key stakeholders.
- **Prioritization**
Prioritize the recommendations defined within the usability backlog to balance user and stakeholder feedback.

- **SUS and NPS metrics**
The System Usability Scale (SUS) is a simple, ten-item attitude Likert scale proving a measurable assessment of usability. The Net Promoter Score (NPS) measures the willingness of customers to recommend a company's products or services to others.
- **Google Analytics**
Track the progress of goals such as number of conversions, how long videos were viewed, or how many times a document was downloaded.
- **Sales numbers**
Analysis of sales numbers between different time frames or points in time.



Looking for a partner to implement your own usability testing project? Adcetera can help! Contact us to see how you can most effectively implement a program to improve your customer experience across any or all of your digital touchpoints.

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