

DECIBEL

Fidelity International

Seeing the 'why' behind customer feedback delivers complete ROI from week one



Complete ROI

From week one

Established in 1969 as the international arm of Fidelity Investments, Fidelity International offers world class investment solutions and retirement expertise. It invests \$300 billion globally on behalf of clients in Asia Pacific, Europe, the Middle East, and South America. The digital team at Fidelity International use Decibel Insight to optimize their website and create better experiences for their customers.

“Decibel Insight provides critical insight into how we can make our website better for our customers. It’s an essential accompaniment to customer feedback. All we know is customers are unhappy - Decibel Insight fills the gaps in our knowledge and enables us to fix issues without hassling our customers for more information or technical details.

“We found actionable, powerful insights just three days after integrating with our VoC tool. That’s ROI from week one.”

Alexander Hamilton - Head of Digital Analytics - Fidelity International

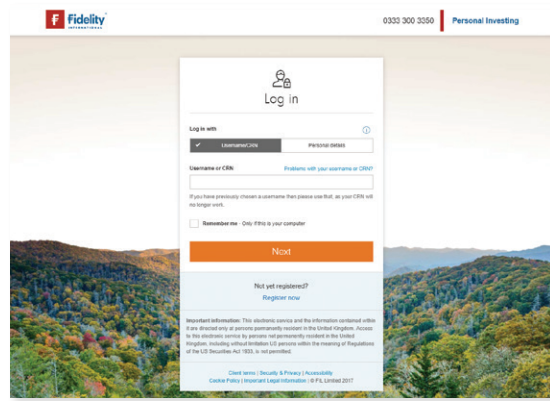
Customer login portal

One of the key purposes of Fidelity International's website is to provide a secure portal for customers to manage their investments online. Customers can log in from any device to maintain existing investments and make new ones. In order to ensure they provide the best experience possible for their customers, the digital team at Fidelity International use a Voice of Customer (VoC) tool in conjunction with Decibel Insight to identify, measure, and fix poor performing areas of their website.

Getting the full picture behind customer feedback with Session Replay

Despite the usual due diligence of testing customer experiences across every browser and device, the Fidelity International digital team noticed a sudden and unexpected spike in negative feedback from customers trying to log in to their accounts. Customers were rating themselves as 'Highly Dissatisfied', but the team had no insight as to why.

Surprised, the team passed the user IDs from their VoC tool into Decibel Insight to review the session replays of dissatisfied users. From watching back sessions, it became clear that users who were leaving the negative feedback were unable to log in: they could not even access the login screen, as a loading widget revolved indefinitely. The team also discovered that all affected sessions were using iOS devices, as well as the Safari browser in private mode.



Above: The Fidelity customer login portal where customers sign in to manage their investments.

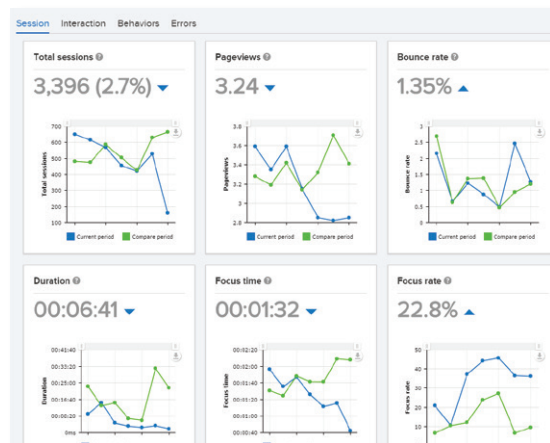
Delving deeper with Decibel Insight's in-depth reporting

Having established the cause of user frustration, the team set about investigating how to fix it. First, they created a segment within Decibel of those using Safari in private mode on iOS devices. On analyzing this segment further, they confirmed that the login issue extended to all users with this specific device and browser setup: something external - that the team couldn't possibly have tested themselves - was preventing normal user journeys taking place.

Armed with this knowledge, the team watched more session replays and noticed that in all sessions, a pop up occurred in the bottom right corner of the user's screen with an error message regarding cookies. In order to work properly, the customer login form deploys cookies to the user's browser. Safari in private mode on iOS devices was rejecting these cookies, rendering users unable to login.

To judge the priority of the fix, the team performed an impact analysis on this subset of users' inability to log in, revealing a substantial projected loss.

The technical team, on receiving the report, prioritized the fix, but were unable to replicate the error. The analyst team shared links to relevant session replays directly from Decibel Insight, which enabled them to see exactly what the problem was.



Above: Decibel Insight segment analysis.

This insight dramatically sped up the ability to fix the issue, ensuring users were once again able to log in, and avoiding any additional monetary loss.



Due to the analyst team's use of Decibel Insight to identify the cause of the issue, and the technical team's reference to session replays for the subsequent fix, Fidelity International reacted quickly to ensure that customers' experience was maintained and any cost impact rapidly mitigated.

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About Decibel

Decibel provides real-time intelligence that enables businesses to measure and improve online customer experiences -- at scale.

Pioneering the world's first technology designed specifically to quantify experiences, Decibel's Digital Experience Intelligence platform captures unique experience data, enriched by machine learning, to automatically reveal digital body language, understand user state of mind and pinpoint problem areas on your website, web applications and native apps.

Award-winning companies including LEGO, General Motors, British Airways and AllState Insurance use Decibel to transform digital experiences, drive customer loyalty and grow their businesses. Find out more at www.decibelinsight.com.