

ACE Cash Express

Form Improvement Increases Monthly Loan Applications by +1000



ACE Cash Express, Inc. is a leading US financial services provider specializing in short-term consumer loans, bill pay, check cashing, and more.

ACE Cash Express primarily serves the unbanked, underbanked, and other consumers seeking alternatives to traditional banking by providing convenient, immediate access to financial services.

Goal

With the launch of several new online financial products, ACE Cash Express recently built out their first dedicated eCommerce team led by Everett Meredith, Director of eCommerce for ACE Cash Express and associated brands.

"The primary function of our website is processing new applications," explains Everett. Given that applications are the lifeline of its online business, the team's initial goal was simple: to improve form conversion rates and increase the number of loan applications being processed through the website.

Challenge

Initially, ACE Cash Express was looking at data from Google Analytics (GA) and VoC metrics, like NPS, to assess how well their website was functioning. Everett said that he could occasionally pick out insights about form pages from GA, but these didn't tell him anything about why those problems were happening. VoC metrics weren't much of a help either. NPS scores were always very high. Everett attributes these high scores to their financial offerings falling into a more "hardcore, need-based" category of financial services. So, people were always grateful at the end of their experience.

"It was important for us to better understand how people were actually utilizing the forms on our website," explains Everett. That's where Decibel came in!"

Strategy

Google Analytics was able to provide the first piece of the puzzle – but Decibel was needed to uncover the exact reasons why some users were unable to complete the online application process.



Everett Meredith, Director of eCommerce for ACE Cash Express

"We primarily use form analytics, session replays and heatmaps within Decibel to uncover experience problems. With Decibel, we are finally able to look at the actual experiences people are having online when processing applications."

With Decibel, ACE Cash Express:

+1.5%

Increase in form conversion



Created roadmap for new website design

Using Decibel, multiple experience issues were quickly uncovered within the online application process. Four examples of such problems include:

1. Inadequate pre-application messaging contributing to delays and form abandonment

To complete application forms for financial products, users need certain pieces of information that they might not normally have on hand, like bank account and employment details. Experience insights uncovered using Decibel's form analytics tool were able to help Ace Cash Express connect form delays and application abandonment to specific form fields within the application, indicating a lack of proper documentation preparation on the part of the customer.

In this case, ultimately, highlighting the need for better pre-application messaging.

2. Random malfunctioning fields preventing viable applications from being processed

Within Decibel's form analytics tool, ACE Cash Express was also able to uncover common experiences of errors within the application process. For example, they found error triggering on one of their forms in relation to malfunctioning phone number fields. This type of issue would have been hard to replicate or catch on a random sampling of session replays alone because of the inconsistency of the issue.

3. Lack of clarity in messaging causing confusion at several points in the application process

Based on behaviors seen within session replays, it became clear that application instructions were causing confusion and not adequately moving users through the process. Everett says, "We saw people reaching decision points and then going back and forth and scrolling up and down not making decisions or moving forward with the application process."

4. Out-of-date third-party integrations triggering bugs and errors

ACE Cash Express uses several third-party integrations during online application processing. Based on common errors uncovered during session replays, they were able to dig deeper into the cause and connect the errors with third-party integrations. They realized that they were using an outdated, first generation version API of some of these plug ins.



"I've worked in eCommerce for a long time and used many different tools. Decibel is one of the first tools that I have used which actually give you actionable insights for your page. Beyond that, they are a great resource and partner."



Everett Meredith,
Director of eCommerce for
ACE Cash Express

Decibel is more than a digital experience platform: it's a group of passionate people seeking to rid the world of digital frustration. Working with leading companies like Lego, Adidas, and Sony, we're building technology that plugs the critical knowledge gap in how companies measure the quality of online customer experiences.

Decibel's platform crunches billions of datapoints to automatically identify poor experiences on websites and apps, and provides digital teams with the insights they need to optimize them. The world's leading companies harness Decibel for better conversions, more engagement, and increased customer loyalty across their digital offerings.

See how Decibel's experience data can transform your business.
Visit us at decibel.com for more information.