

DECIBEL

Tesco Mobile

Finding problems with quantitative analysis,
fixing them using qualitative insights.

TESCO

+70%

Uplift in step conversion

Tesco Mobile is the mobile provider of choice for over 4.8 million people worldwide.

Its website is the go-to digital portal for new and existing customers alike.

The Tesco Mobile digital team deploy Decibel to measure and improve the user experience across their online shop. In this case, their investigations led to a fix that improved mobile basket funnel step conversions by 70%.

“Decibel combines quantitative and qualitative data in a way that gives us the ‘why’ behind user behavior at scale. It has been instrumental in optimizing conversion rates and improving the customer experience on Tesco Mobile.

“Without Decibel, we would not have a clear understanding of on-page user behavior, and thus would not be able to make informed choices about how to change that behavior to create better experiences for our customers - and improve our bottom line while doing so.”

Simon Lancaster - Senior Ecommerce Manager - Tesco Mobile

Introduction

Senior Ecommerce Manager, Simon Lancaster, wanted an answer to the following question regarding the Tesco Mobile basket flow: “Why do we lose prospective customers between selecting a tariff and confirming payment details on SIM Only Mobile?”

Tariff to basket funnel

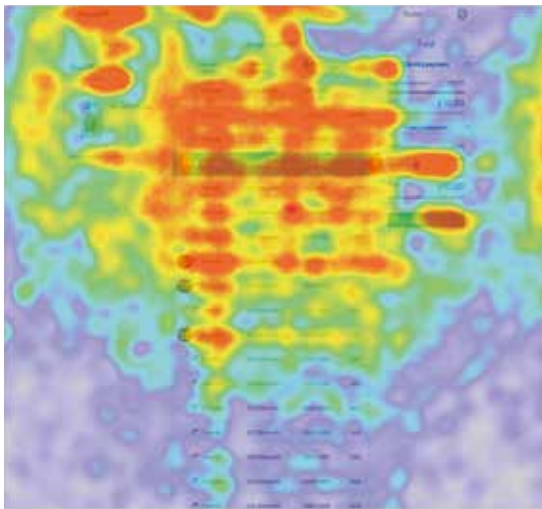
The Tesco Mobile basket funnel flows through four stages: tariff selection, data package, bill capping, and basket summary. Loading up this funnel in Decibel, Simon and the team found a significant drop off between the first two funnel stages, ‘Tariff’ and ‘Data’. This was puzzling. Are users starting the checkout process with no intention of following it through? Or is something in the journey hindering their progress?



The quantitative funnel analysis showed a problem. Simon and the team then sought qualitative insights by using Decibel's full suite of digital experience analytics tools to investigate further. Their main focus? The first funnel stage.

Too many tariff options

Loading up a Hover Heatmap on the tariff page (figure 1 below) revealed that, while there was significant engagement near the top of the available tariff list, users did not engage with options at the bottom. A Scroll Reach Heatmap (figure 2 below) confirmed this, suggesting that users were confronted with too many options, resulting in disengagement.



Hover Heatmap (figure 1, left) and Scroll Reach Heatmap (figure 2, right) show lack of engagement.

Moving call to action

This disengagement with the long tariff list revealed in the heatmaps above is compounded by a moving call to action between checkout stages. As can be seen by figure 3 to the right, the call to action moves between stages of the checkout. A moving confirm button disrupts the flow of the checkout, and can contribute to user drop off.

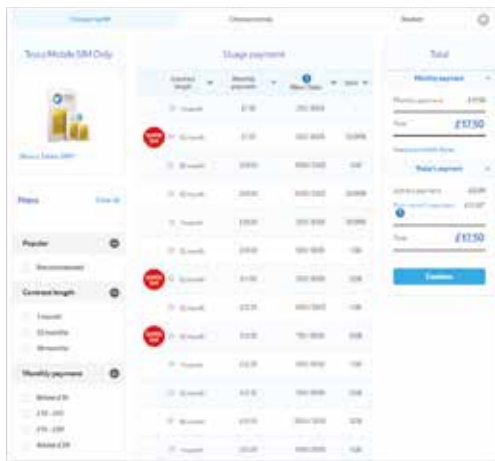


Figure 3. Moving call to action

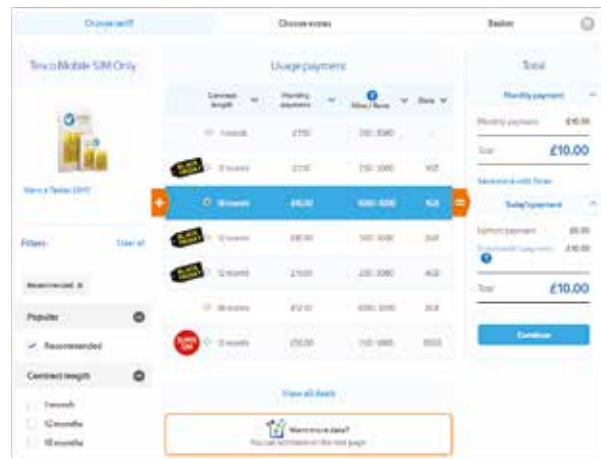
Results

Using the quantitative and qualitative insights gathered from Decibel's digital experience intelligence, the digital team at Tesco Mobile made the following changes:

- 1 Implemented a “recommended” filter to produce a shorter, curated list of tariffs
 - 2 Moved the button from a static to a sticky panel that follows the visitor as they scroll.
- As a result of these changes, the funnel step between ‘Tariff’ and ‘Data’ saw an uplift in conversion rate of 70%



Previous layout



New design

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+70%
Uplift in step conversion

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.