

Constellation Energy

Boosting Mobile Conversions by 45% by Redesigning a Funnel with Decibel



Constellation, an Exelon company, is a leading energy company providing power, natural gas, renewable energy, and energy management products and services for homes and businesses across the continental United States.

Today, approximately 2 million residential, public sector and business customers, including two-thirds of Fortune 100 companies, rely on Constellation's commitment to innovation, dependability, transparency and service.

Goal

The energy industry is highly regulated. In 2019, the government added new requirements around consumer advertising, requiring prospective customers entering the Constellation site via paid media placements, such as social media, to input their AGL (Atlanta Gas Light) information. AGL works hand-in-hand with Constellation by distributing the natural gas while Constellation is the supplier.

To meet this requirement, the Constellation team added a new enrollment step to their submission process. With this change, the completion rate dropped almost immediately and other key metrics, such as CPA, were also declining.

The goal was to understand exactly what, in addition to the new step, was contributing to this downward trend in metrics and determine a strategy to improve them while also being compliant.

Challenge

The primary barrier to achieving this goal was that the Constellation team was implementing multiple changes to the paid enrollment funnel when the dip in conversion rate and CPA first began. With various elements in the funnel being tested simultaneously, it was difficult to pinpoint the primary driving force behind the declining metric. Additionally, there were external media factors at play – namely a change in keyword targeting and a pivoting media strategy.

It was not immediately clear what was having the greatest impact. Was it less qualified prospects entering the funnel, or technical inefficiencies in the funnel itself? The team turned to Decibel for answers.

Strategy

Using Decibel, Constellation quickly identified a number of bottlenecks, which went beyond just the AGL number input requirement, where customers were struggling because they didn't have the number at hand. There were formatting and programmatic issues throughout the conversion funnel having an impact on enrollment and CPA. It was also noted that the issues were having a greater impact on mobile versus desktop users. A few key features from Decibel helped to pinpoint these issues.

DXS scoring

An elevated DXS frustration score was present on multiple pages. These were a result of negative digital customer behaviors such as rapid multiclicking, rapid scrolling and 'bird's nest behavior' – where a user erratically moves their cursor around the screen.

What is DXS[®]

The Decibel solution is driven by the Digital Experience Score, or DXS, the first universal metric that measures the digital customer experience at scale.

Founded in data science and powered by machine learning, DXS measures every user session – crunching billions of datapoints to quantify user behavior in real time, delivering an objective score (from 0-10) of every customer experience across websites and apps. DXS is based on 5 pillars of digital experience: Engagement, Frustration, Form, Technical and Navigation.

With DXS, optimization teams can quickly see where they need to invest efforts to enable the best opportunities for improving experiences and revenue.

Journey mapping

Customers were displaying looping behavior, where they moved back and forth between pages rather than progressing through the funnel. The Journey's visualization instantly surfaced this and helped the team target the pages causing the most confusion.

Session replays

Observing the funnel in session replays surfaced unresponsive multiclicks on pages and allowed the team to see customer experiences as they happened. This confirmed some earlier hypotheses the team had. Unresponsive multiclicks indicate frustration and are often the result of a broken element or confusion. For example, trying to checkout without completing a mandatory form field.

With these insights in hand, the team got to work on redesigning the funnel to minimize frustration and create a smoother experience overall. Three key changes were:

1. Account look-up took place as soon as the required information was inputted, removing the need for a submit button
2. Mobile pages were shortened
3. Mobile buttons were moved to a sticky footer element

The results of these changes were impressive. Observing changes in key metrics, the team found that:

- Sign-ups overall increased by 23%
- CPA decreased by 25%
- Mobile sign-ups increased by a massive 45%
- CVR went up from 4.85% to 5.77%
- The Step-In to Sign-Up rate increased by 16%

Discovering that the funnel redesign had a significant positive impact on business-critical metrics, the team took a look at how DXS had changed.

- DXS overall increased by 0.5, from 7.8 to 8.3
- The Frustration Score decreased by 0.4
- And the Engagement Score went from 3 to 9 - a stunning improvement!

The changes in DXS closely align with the positive results in other key metrics, proving it to be a reliable indicator of positive digital experiences that result in conversion.

KPIs

23%
increase in sign-ups

25%
decrease in CPA

45%
increase in mobile sign-ups

Changes in DXS

+0.5
overall increase in DXS

-0.4
decrease in frustration score

+6
increase in engagement score

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.