

Ferguson

Increasing conversion by 5% with a streamlined single-page checkout designed using Decibel

Goal

The insights team took an objective look at the existing checkout process, referencing customer conversations and analytics tools as their guide. Based on the data and feedback, Ferguson hypothesized that issues contributing to a drop-off in checkout conversions included:

1. The checkout had too many steps
2. Some steps had too many unnecessary fields to complete

“Our customers rely on Ferguson. There are many that have the website open all day and place as many as 20 orders. Anything that slows that down, slows their business down. **And our checkout flow was slowing them down.**”

Billy Colonna, Mobile Product Owner, Ferguson

The goal was to design a checkout experience that was smoother and easier than ever before. There were two key metrics they were looking to improve upon that would measure their success: conversion rate and checkout time.

Strategy

The team determined that the best solution would be to design single-page checkout process.

To make the process faster, all non-mandatory fields were removed and the auto-fill mechanism was made more robust so customers would have less information to manually complete. Customers could immediately see how their requirements for the order, such as delivery date, would affect product availability. This single-page view allowed customers to see everything in one place. The new checkout format was rolled out gradually.

“Touching a checkout process is always high risk, so **we wanted to ensure that we were flexible in our rollout** and that we could pull back if we received any negative results.”

Samantha Burge, Marketing Analytics Manager, Ferguson

During the staged rollout, beginning at just 5% and working up to 35%, the analytics team closely monitored results with multiple tools, including Decibel.



Ferguson, founded in 1887, is the world's leading specialist distributor of plumbing and heating products.

It serves over 1 million customers in 2280 locations around the globe. It comprises of three brands, Ferguson Enterprises (serving the US), Wolseley (serving the UK and Canada) and William Wilson (serving Scotland).

“Decibel really allowed us to see those pain points in action. You can hear about it from customers and hear the frustration in their voice, but being able to see them clicking, mis-clicking and moving back and forth between steps on your website really brings it to life.”



Billy Colonna
Mobile Product Owner
Ferguson

Using Decibel to Remove Friction

Decibel is a digital experience analytics solution that automatically detects, surfaces, and quantifies poor experiences on websites and apps. To effectively assess checkout performance in Decibel, the Ferguson team set up a checkout funnel and segmented out session replays for customers that had been through the single-page checkout experience. They focused on sessions with a high focus time and selected customers from a diverse mix of industries to get a representative sample. The session replays revealed that two points of friction persisted – both of which could never have been identified without Decibel. These were:

1. Too many steps in changing the customer's "Need By" date

This field was auto-populating, but customers would often need to edit this as their projects started at a later date. In many cases, customers didn't realize they had not completed the "Need By" date section until they had already checked out, meaning they had to go back to edit the order.

2. Changing the "Ship To" location was proving confusing

When customers expanded the section to edit it, it had to be resubmitted before proceeding with the order. When this wasn't resubmitted, the "Place Order" button was greyed out, leading to frustration.

When the experience issues outlined above were discovered in the single-page checkout, the Ferguson team rolled back the release to 5% and made changes to address them. They have now launched it to 50% of their customers and are continuing to closely monitor results with their analytics tools.

Results

Once the single-page checkout had been rolled out to 35% of customers, the team were receiving consistent results and had discovered some significant improvements.

The conversion rate had increased by 5% and the checkout time had decreased by 14%. Ferguson's products are an essential part of their customers' businesses, so a lot of friction can be tolerated as customers "push through" to complete their orders. A 5% increase in conversion represented a significant uplift for the team.



5% Increase
in conversion rate



14% Decrease
in checkout time

"As we push this new checkout experience fully into production over the next couple of weeks, we expect to see further increases in our key objectives."



Samantha Burge
Marketing Analytics Manager
Ferguson

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.