

Safelite

Validating AB Test Results with Advanced Digital Experience Analytics



Founded in 1947, Safelite is a U.S. business that provides vehicle glass repair, replacement and calibration services.

It also functions as an insurance claims management company. It employs over 15,000 people in 720 locations across the country.

Goal The analytics team at Safelite had a set of tools they used to monitor surface-level metrics such as clicks, conversions and bounce rates, but they were missing a tool that could provide the reasons behind those results. They wanted to understand exactly what digital customer behaviors were impacting good or bad results so they could make more informed plans for optimization. Following a POC from Decibel, they knew it was the platform for them.

Decibel is a digital experience analytics solution that automatically detects, surfaces and quantifies experiences on websites and apps, arming digital teams with the insights they need to create flawless online experiences.

Safelite had three goals in mind for Decibel:

1. Deepen their understanding of why A/B tests win or lose
2. Identify areas of friction on the website and prioritize the roadmap accordingly
3. Identify technical opportunities to improve site performance

The team began by focusing on the first goal with their website redesign. The redesign was part of Safelite's 2020 Global Styling transition, aimed at increasing funnel entry rates and online opportunities, as well as customer experience as a whole.

Strategy Following a period of analysis and creative consultation, the team implemented the following changes as part of the redesign:

- Moved the main CTA higher up the page
- Added a prominent callout to users that they can submit a claim directly to their insurance company for their glass work through Safelite
- Added a new hero image
- Various font, spacing and style updates

Safelite then began A/B testing the design, showing 50% of their traffic the original control design, and 50% the new test. Within a few weeks, the new design proved successful.

The appointment rate had increased by 0.41%. **"Submitting an appointment is at the end of the scheduling experience, so to see this big of an increase on changes we made at the beginning of our experience was really encouraging."** explains Tim Simeone, Director of Product at Safelite.

Further results included a 1% increase in funnel entries and a 1.7% increase in opportunities.

At this stage, the team's focus moved to understanding exactly why these positive changes were occurring. With this information, they could better prioritize changes with the greatest impact on key metrics and customer engagement as well as justify optimization programs with stakeholders.

"We have a peer review process with our Finance team, so we need additional detail to be able to support our findings beyond just the numbers. That's when we turn to Decibel," says Tim.

Validated by Decibel:

+0.41%

increase in
appointment rate

+1%

increase in
funnel entries

+1.7%

increase in
opportunities

Using Decibel's suite of forensic tools, the team moved on to quantifying the changes and viewing the behavior driving the results. There were a few significant areas in which they were able to show this:

Scroll depth analysis

Using scroll depth analysis, Safelite discovered that the new homepage design was drawing engagement further down the page. With the CTA significantly higher than the average fold, more customers were clicking through earlier in their journey. It was also found that content changes – namely Safelite's "reasons to believe" section, which highlights why it's the best choice for customers – were generating higher engagement. In this new design, 51% of customers were now viewing those selling points, as opposed to just 33% in the control.

"Before, we wouldn't have been able to quantify how many people saw these sections of the page or which CTA. With Decibel we can fully customize our analysis and add markers to see the percentage of visitors reaching those areas." Tim Simeone, Director of Product, Safelite.

Click and hover heatmaps, Journey Discovery

Click and hover heatmaps from Decibel demonstrated a lot more engagement with Safelite's simplified and more prominent navigation and interactive elements on the insurance FAQ page. As evidenced through the Journey Discovery tool, this page saw a greater number of customers arriving from the "reasons to believe" section and ultimately continuing to request a quote. The uplift from this customer journey represented a significant portion of the increase in insurance appointments.

"Journey Discovery is one of the areas of Decibel that I find super effective. It immediately allows me to see where the majority of customer experiences are happening and what the edge cases are. It's often the case that I'll view a journey I never expected to see, or even one that I didn't know existed! It's a great tool for fresh insights." Tim Simeone, Director of Product, Safelite.

Session replays

To further illustrate the positive impact of the redesign, the Safelite team showed session replays from the website to key stakeholders. With comparison mode, they were also able to compare the experiences of different customer segments.

Through the combination of results surfaced by traditional analytics, digital behavior data and session replays from Decibel, Safelite was able to fully realize and understand the impact of the website redesign and utilize the learnings in future tests.

In the near future, Safelite will be utilizing Decibel to tackle their next two goals for the platform:

1. Identify areas of the friction on the website and prioritize the roadmap accordingly
2. Identify technical opportunities to improve site performance

Tim Simeone, Director of Product at Safelite, also explained that the team are now looking to utilize DXS as a key metric for understanding experiences on their website and use as a KPI in their AB testing.



"It's often the case that the analytics team will share results like this with the team and we have the 'so what?' moment – we need to understand why this is happening, 'how did this benefit our customer.' That's where Decibel comes in."



Tim Simeone
Director of Product
Safelite

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.