

Univé

Pinpointing bottlenecks through advanced session replay results in +300% revenue



Univé is a cooperative insurance company based in the Netherlands.

Founded in 1794, the company has more than 2,700 employees and serves 1.6 million Dutch customers. It provides more than 4 million insurance policies with digital, call and shop services for which omnichannel customer journeys are optimized.

Goal

The Product Owners & Digital Analytics teams at Univé are tasked with developing a full understanding of the customer experience on insurance product pages – this includes identifying potential problems in journeys and optimizing for conversions. With insight and understanding of customer behaviors on their website, the team is able to continuously build and improve high-converting customer journeys.

The goal for this project was to take a closer look at the business insurance pages and identify any bottlenecks in the funnel causing customers frustration. Any amount of friction in a journey can turn off customers and result in lost revenue – so it's imperative that the experience is flawless.

Challenge

Univé uses Adobe Analytics for its traditional clickstream analysis. Adobe Analytics is a powerful tool that captures the “what” of digital customer experience. It can tell you the channel used to reach the website, which pages they visited, errors encountered and what they clicked on.

However, crucially, Univé was missing the “why.” It needed context for the data that Adobe Analytics was surfacing, and sophisticated tools for investigating the issues it identified.

Strategy

Decibel was brought on to help pinpoint digital experience issues, allowing the development team to work more efficiently and proactively. When analyzing conversion figures, the scrum development team identified a significant drop-off on the business car insurance page.

“Decibel helped us find the exact pain point our customers were having and showed us what we needed to solve. It completely took the guesswork out of experience optimization.”



Sanne Roelofs,
Ecommerce Specialist,
Univé

It was suspected that some forms had been cancelled during the session. Using Decibel's session replay feature, the team could see that something had gone wrong in the steps before the thank you page, leading to a back-office error at two stages of the funnel. Customers were clicking submit, and nothing was happening. The team was quickly able to implement a fix and eliminate the error.

Without Decibel's session replay feature, the team would have focused on the thank you page and been unable to replicate the issue.

Results

Just one month from the initial discovery of the issue within the business car insurance product, the fix introduced by the scrum development team had paid dividends. With the errors gone, conversion rates jumped from 1.5% to 5%. Following further UX improvements to the funnel, the figure rose to 7% and has remained steady.



Sanne Roelofs,
Ecommerce Specialist,
Univé

“Decibel gave us the means to discover exactly what we needed to solve. It helped us to create value in a short period of time. Our solution increased the conversion rate significantly”

Mapping conversion to monetary value revealed a 300% increase in revenue for Q3 2019, offering complete ROI on Univé's investment in Decibel.

Looking Ahead

The team at Univé is now working on utilizing different features within Decibel to investigate experience issues. They are currently in the process of setting up Decibel Funnels and Segments to deepen their understanding of the customer journey.

The team's Campaign Specialist is also being empowered with DXS, Decibel's objective measurement of digital customer experience, so they can understand campaign performance at a glance.



+5.5%

increase in
conversion rate

+300%

in revenue

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.