



How a Global Retailer **realized additional \$26M of annual revenue** by fixing online Customer Experience issues

## ABOUT THE RETAILER

# \$14B

annual revenue

# 898

stores operating globally

# 30

websites

# 11

languages

# 20

countries

**Glassbox**

## BUSINESS CHALLENGE

- The Retailer was aware Customers were experiencing struggles on its website but wasn't able to measure the exact impact these issues had on the top line.
- Items that were out of stock caused abandonments be again, the Retailer couldn't measure how often and couldn't take remedial actions.
- The IT department couldn't reproduce some of the errors and in some instances the Retailer was completely unaware of customer struggles.

## SOLUTION



### FIXING ALL HTTP ERROR 500

The Retailer knew Customers were experiencing HTTP Error 500 on the website, but didn't know that all these errors were happening to Customers using a **specific device** and a **specific operating system**.

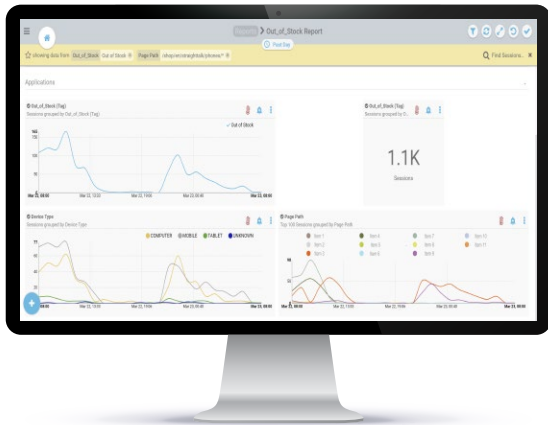
As it turns out, the Retailer had recently rolled-out a new functionality enabling people to return or exchange items on its website. Prior to the adoption of Glassbox **the Retailer had no idea the new feature wasn't working and customers were experiencing issues**. By using Glassbox the Retailer was able to understand that all the Customers that were using a specific device and browser were getting a HTTP Error 500 when clicking the 'SUBMIT RETURN/EXCHANGE' button.

Glassbox also helped the Retailer to immediately identify the Ajax request failure behind that error and fix it.



### CREATING OUT OF STOCK ALERTS

The retailer used Glassbox's advanced alert capabilities to track out of stock issues. Knowing what out of stock items were in highest demand enabled the business to better manage stocks. The retailer also created a flow that automatically emailed Customers who had shown interest in out of stock items, as soon as it got available again.



### FIXING SUBMIT ORDER ERRORS

Despite the Retailer being aware of errors happening when Customers tried to submit their orders, it didn't know **how often they were occurring** and had no way of measuring **the EXACT value of each lost transaction**.

Glassbox's **Cashbox feature** enabled the Retailer to answer both questions in minutes and even to automatically convert and aggregate the amount in US dollars, regardless of the currency the transactions were made in.



### TRACKING A/B TESTING

By integrating with Optimizely and applying the same funnel to version A and version B, Glassbox **was able to demonstrate not only what version was most successful in converting Customers but also why**. As a result, it helped the Retailer's marketing team becoming more aligned with Customers, and better understanding their behaviors.



### FIXING SHIPPING-ERROR RESTRICTION

Customers to their baskets restricted products that could not be shipped to their country, had to click the 'Remove Item(s) and Continue' button in order to proceed with the transaction. By employing Glassbox, **the Retailer discovered a considerable portion of the audience was clicking on the 'Back' button instead, therefore reaching an impasse**, as they were failing to remove restricted items.

## RESULTS

### GLASSBOX HELPED THE RETAILER:



Fix all the errors and customer struggles, quickly



Better forecast demand and manage stock



Stay on top of processes and customer journeys



Measure with unparalleled accuracy and in real time the impact of online customer experience issues on revenues by generating \$26M that would have been lost had the issues not been fixed

By combining AI and machine learning-powered alerts, the Cashbox solution enables businesses to learn – in real-time – when there is an abnormal amount of transactions or a particularly large transaction failing to be completed. They can, then, remedy any issues quickly and optimize customer experience.