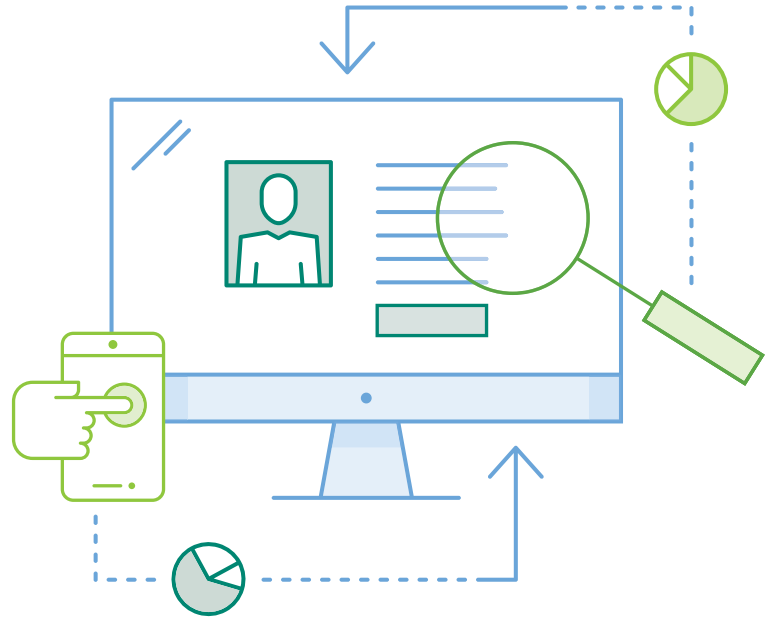# Turning Clicks into Profits:

The Power of Usability Analytics

Turning Clicks into Profits:

The Power of Usability Analytics

Executive Summary

Today's digital marketers have the ability to measure nearly every interaction that customers have with their brand. More than ever before, they understand what a visitor is doing at every step along their journey and how well the website or mobile app is responding to their customers' needs and behaviors. Yet even with so much data, most companies continue to struggle to optimize the customer experience.

Usability analytics is an often overlooked but powerful way to take customer engagement to the next level. The data supporting this methodology is compelling. Research on data visualization shows consumers are more engaged and can better process information when visual content is presented to them rather than text alone. Color visuals increase the willingness to read by 80 percent and lead to increased customer conversions. Content visualization has changed the way consumers behave when viewing online content.*

As competition to provide an exceptional digital experience increases, improved usability of a website or mobile app becomes even more critical. In part due to today's easy access to a virtually endless number of websites, consumers are conditioned to abandon online transactions if they struggle on a website or a mobile application. More than two-thirds (67 percent) of online shoppers will abandon a site after experiencing online issues and the abandonment rate jumps to 97 percent for mobile users. This represents $1.79 trillion in lost revenue for the retail industry alone.**

Let's discuss how ecommerce leaders and marketers can combine usability analytics with customer experience analytics to optimize their website and mobile app experience—to keep customers happy and to improve overall ROI.

67%
of online shoppers abandon a site or switch sites after experiencing online issues.

It jumps to
97%
for mobile users.**

References:
* http://neomam.com/interactive/13reasons/
** http://www.inc.com/magazine/201312/kasey-wehrum/how-to-get-online-customers-to-complete-purchase.html

# What is Usability Analytics?

Usability analytics is an advanced analysis tool that is used to show how customers navigate through a website or mobile application and which areas of the site engage them the most. It uses heat maps, link analytics, form analytics and attention maps to capture customers' experiences. The methodology, used by industry-leading companies, is governed by a simple premise: the objective of any interactive application or solution is to easily engage and serve the needs of its users—customers, potential customers, employees or other stakeholders, regardless of industry.

Today, brands cannot simply invest in developing an attractive website or application; they must also put analytics in place to help their customers easily navigate through a site and complete their intended goals. A pretty website is one thing; a functional website or application that offers a great user experience and leads to a measurable improvement in business performance is another.

> Today, brands cannot simply invest in developing an attractive website or application; they must also put analytics in place to help their customers easily navigate through a site and complete their intended goals.

Usability analytics encompasses visual design and layout, ease of use of a digital site and overall brand experience. Done right, it provides detailed metrics and analysis that allow organizations to track how changes to visual design and layout impact business outcomes. A site with good usability will enhance a customer's experience by delivering content effectively, whether that content is an ad, a product description or an order form. The benefits of good usability are more purchase orders or subscriptions, reduced customer service costs, increased attention to ads and more positive interactions with the brand.

Robust usability analytics is not limited to interpreting clicks and hovers. It also includes understanding behaviors like why some customers take longer to complete a form and what drives customers to make a purchase versus those who abandon their cart. By understanding why a website customer hovers and then clicks, rather than only hovering, and why a mobile customer makes the touches they do on a screen, companies can analyze both visitor intent and action to uncover hidden site flaws.
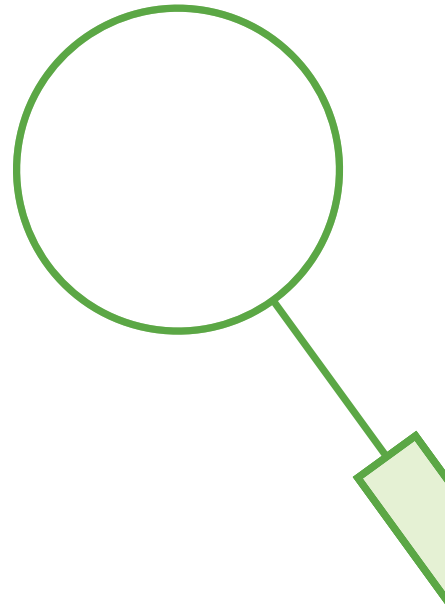
Understanding Customer Behavior Leads to Improved ROI

One of the biggest challenges for any website owner is understanding customer behavior and knowing how to optimize digital experiences to satisfy customer intent. For years, companies have invested heavily in monitoring websites to understand what is happening to the traffic, but have overlooked why the websites receive low traffic and conversion rates. Why did a viewer hover but not click? Why did customers abandon one form field more than another? How did a banner perform based on its location on a website versus on a mobile app? With usability analytics, site owners can get this information, and develop deeper insight into customer behavior.

With a better understanding of online customer actions, the site owner can optimize individual landing pages, page flows and navigation, all of which can result in improved conversions, increased orders and a boost in ROI.

Case Study: Understanding customer behavior improves help desk effectiveness

Airline Reporting Corporation (ARC), a U.S. based travel industry provider, wanted a more in-depth understanding of customer behavior to improve the performance of its digital channels. Using IBM Tealeaf CX, a Customer Analytics solution, ARC put a strategic program in place to continually monitor customer behavior, focusing on how customers behaved based on client-side page rendering. With Tealeaf CX solutions, ARC is now able to clearly visualize customer behavior. Users across multiple teams have gained valuable information by understanding where customers are clicking, what experiences are causing issues and how long customers are spending on each page. Armed with this information, ARC has improved help desk workflows, while streamlining the journeys and improving the experiences of their customers.

"IBM Tealeaf really does sell itself. Because many of our departments only had an aggregate view of customer experience issues before, the ability to see down to the level of individual users and sessions is like night and day. Once we show a member of the team what IBM Tealeaf can do, they want to get going…"

– Michael Tarajos, Enterprise Technical Solutions Engineer, Airlines Reporting Corporation

With IBM usability analytics, you can design better website and mobile apps to optimize customer experience. #ibmcommerce

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Enrich Digital Experiences with Usability Analytics

Traditional analytics solutions are useful when monitoring the health of websites and mobile applications. However, for the brand that struggles to gain deep customer insights beyond high level reporting and metrics, traditional analytics alone falls short. Since customers are unpredictable in their online behavior, it is often difficult to identify and detect all of the obstacles that impede conversion. For example, with traditional analytics solutions, it is virtually impossible to determine precisely why website or mobile conversions have dropped or why customers have behaved in a certain manner.

Traditional analytics can provide the quantitative data, but often lacks in qualitative analyses to fill in the customer experience gap. In order to better understand why a customer behaved in a particular manner, different measurements are needed. Heat maps, link analytics, form analytics and accessibility overlays are some of the ways that usability analytics software evaluates customer behavior.

While traditional analytics provides statistical insight into online transactions, with usability analytics, brands can learn more about customer intent. Knowing someone abandoned a form is one thing— understanding that they clicked or tapped several times on a button or abandoned at a specific field tells a more complete story.

Usability analytics enriches traditional analytics by providing powerful and valuable insight into customer behavior.

> While traditional analytics provides statistical insight into online transactions, with usability analytics, brands can learn more about customer intent.

Case Study: Going deeper into the customer experience drives customer loyalty

An international, multichannel retailer wanted to understand what prompted customers to successfully complete a transaction and what caused them to abandon. With existing analytics tools, the retailer's frustration grew as the number of unresolved issues increased. The retailer deployed IBM Tealeaf CX solutions to help them improve the navigation of its ecommerce sites. By looking at heat maps, the ecommerce team was able to pinpoint the areas of a page customers most frequently click on or hover over, and compare that to how the company intended the page to be navigated. With the usability analytics offered in the Tealeaf CX solution, the retailer discovered some customers were using input forms in unanticipated ways, such as typing payment card numbers into a field intended for coupon codes. The retailer's deeper understanding into customer intent has empowered the company to create a better user experience, driving customer conversion and loyalty.

What Does a Good Usability Analytics Solution Look Like?

Unfortunately, usability analytics software solutions often fall short. Results can focus more on the user than the design. To be useful, findings from usability analytics should move beyond the symptom—an unsatisfactory user experience—and address the root of the problem—the design. The more specific the information the analytics can generate about how users are navigating through the site or the app, the more a company can improve user experience by identifying ease-of-use issues in site design.
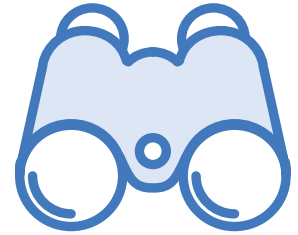
To understand where design flaws exist, a good solution will be able to drill down to the customer level using heat maps, form analytics, accessibility overlays and other tools.

Additional capabilities to look for include:

☐ **Customer segmentation** – Many usability solutions provide aggregate data without drilling down to the level of individual customer interactions. A good usability analytics solution will be able to track individual customer behavior. This includes looking at how an individual user accomplished or abandoned a task on a site or mobile app, then expanding to a group of visitors with the same behavioral attributes, and then analyzing how that group of visitors successfully executed or struggled to complete a task.

☐ **Cross-team collaboration** – Digital customer engagement should not be left to a few key stakeholders. Ecommerce teams are ultimately responsible for the success of their digital channels, but delighting the customer with a positive experience is a goal for many functional groups across an organization. Customer experience should be part of each stage of a website or app creation, from development and design to marketing content. A good usability solutions provider will ensure that all relevant cross-functional teams are contributing their expertise to the experience.

☐ **Data that encompasses all customer interactions, not just sample data** – Having the ability to retarget all customers who might have been struggling on your website is key to maintaining brand integrity. Some usability analytics offer only a sampling of data. Marketers responsible for customer experiences on digital channels gain incomplete information with sample data, preventing them from truly optimizing customer experiences. A better solution will provide full records of each interaction.

☐ **Connecting aggregate usability data to individual session replay** – A powerful feature of usability analytics software is the ability to replay a customer's visit to the website or mobile application, drilling in from a broader set of aggregate hovers, clicks and form entries. This allows site owners to carefully study customer actions and find the root cause. Like zooming in to take a photo, the increased level of detail can provide a much clearer picture of the interaction.

☐ **Real-time responsiveness** – Can your usability tool tell you what's happening now, so you can better understand how a customer may or may not be struggling on your site – and fix it immediately? Real-time feedback is an essential part of a valuable usability solution.

Case Study: Understanding unique regional behavior improves global digital customer experience

A leading electronics manufacturer prides itself on being able to deliver high-quality ecommerce experiences through its online channel. They offer products and services in the B2B channel and have designed thousands of customized websites to serve their top customers. The manufacturer has found that due to language and culture, customers from different regions can experience websites differently and have different expectations. In order to deliver seamless digital experiences, the manufacturer needed to understand the complexities of customer behavior worldwide and drill down into high-impact issues immediately. By implementing the Tealeaf CX solution, the ecommerce team has new insight into customer intent and behavior for their global websites in different languages.

Conclusion

Brands must take advantage of usability analytics—heat maps, links analytics, form analytics, attention maps, and accessibility overlays—to optimize the customer experience. Improved data visualization on a website or mobile application leads to deeper customer insights. And better design and navigation across digital channels encourages stronger customer engagement and increased revenues.

IBM Tealeaf CX, part of IBM Customer Analytics, provides an end-to-end, fully integrated usability analytics solution. This robust customer experience analytics platform can help users uncover website and app design flaws to resolve customers' online struggles.

Commerce and marketing teams can realize five key benefits with IBM Customer Analytics' Tealeaf CX solutions:

- **Maximized customer conversions.** Every customer visit, both web and mobile, is optimized to ensure that more transactions are completed successfully for increased revenue.

- **Immediate visibility.** IBM Tealeaf CX solutions offer immediate visibility into the struggles affecting customer behavior and their business impact.

- **Rapid resolution.** Rich insight into customer experiences allows users to quickly and effectively take action to mitigate issues and retarget customers who had previously abandoned their carts.

- **Improved customer service.** When agents have instant access to online customer sessions, customer service improves naturally.

- **Customer service records.** Digital customer interactions are preserved. Data, especially data representing widespread issues, can be used to resolve customer disputes quickly and accurately.

IBM is a leader in digital marketing and customer analytics.
Our cloud-based customer analytics solutions will help you optimize your
day-to-day marketing activities and guide your future strategies.

Our Customer Analytics portfolio includes:
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IBM Tealeaf cxImpact
IBM Tealeaf cxOverstat
IBM Tealeaf CX Mobile
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IBM Tealeaf cxVerify
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IBM Cognos® Business Intelligence
IBM Predictive Customer Intelligence
IBM SPSS Modeler
IBM SPSS Statistics
IBM Social Media Analytics

We are committed to helping companies use actionable data
to understand their customers, to anticipate their customers' needs,
to make better decisions and to transform their businesses.

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