

USER EXPERIENCE



FRUIT OF THE LOOM.

Fruit.com



Intro

- Fiancé Patrick Albert playing Fender Bass 6
- Consumer Researcher for 25 years
- UX researcher for 3 months!



What did we want to know?

- To validate the findings/improvements that were an outgrowth of our 2020 qualitative eComm study
- What do we want to know?
 - Would they recommend the website to friends and family?
 - How do they feel about the experience?
 - What can we do to improve?
- No budget!
 - Contacted best in class UX research vendors
 - Foresee Verint
 - Inguo.io
 - Programmed on Qualtrics
 - Fielded via Salesforce.com

User Experience Baseline

best practices method

Likelihood to Recommend (Net Promoter)

Follow with Open End

Outcomes

Customer
Satisfaction

Drivers of
Satisfaction

Digital Experience
Merchandise
Price
Service

- What is your overall satisfaction with this website?
- How well does this website meet your expectations?
 - How does this website compare to an ideal website?



We value your opinion and would love to hear about your recent visit to fruit.com.

Do you have a few minutes to take a survey? It would really help us! We value your time, so we will keep it brief (pun intended). As a thank you, we will send you a coupon for \$5 off your next fruit.com purchase.

[TAKE THE SURVEY](#)

The Survey

- Roughly 44,751 emails were sent via Salesforce
- August 11 - 19
- 339 complete responses
- Less than 1% 'take" rate

- 12 questions
- Demographics
- Email address to receive \$5 off coupon

The DXI 50

How 50 of the top websites in the U.S. rank on NPS

RANK	-100	100	RANK	-100	100	RANK	-100	100	RANK	-100	100
1	Netflix	64	14	Twitch	41	27	Bank of America	33	40	Vimeo	18
2	PayPal	63	15	Instagram	41	28	ESPN	32	41	Microsoft Office/Outlook	18
3	Amazon	56	16	UPS	40	29	GameSpot	32	42	MSN	17
4	Google	53	17	FedEx	40	30	Microsoft	29	43	USA Today	16
5	Apple	49	18	American Express	39	31	Intuit	29	44	Xfinity	16
6	Hulu	48	19	Adobe	39	32	VICE	27	45	CNN	15
7	YouTube	47	20	Walmart	38	33	Yahoo	25	46	Huffington Post	14
8	Target	46	21	eBay	38	34	Stack Exchange	25	47	Bing	13
9	Best Buy	46	22	Home Depot	38	35	Twitter	22	48	LinkedIn	9
10	IMDb	45	23	Fox News	38	36	Tumblr	22	49	AOL	7
11	Trip Advisor	44	24	Wells Fargo	36	37	Citi	21	50	Diply	-7
12	Chase	44	25	Gamepedia	34	38	Salesforce	20			
13	Capital One	43	26	CNET	34	39	Facebook	20			

NPS = 39.5

- NPS values are calculated for a group and uses the formula below:
- $NPS = 100 * (\text{Number of Promoters} - \text{Number of Detractors}) / (\text{Total Number of Respondents})$
- $39.5 = 100 * (190 - 56) / 339$

NPS Groups

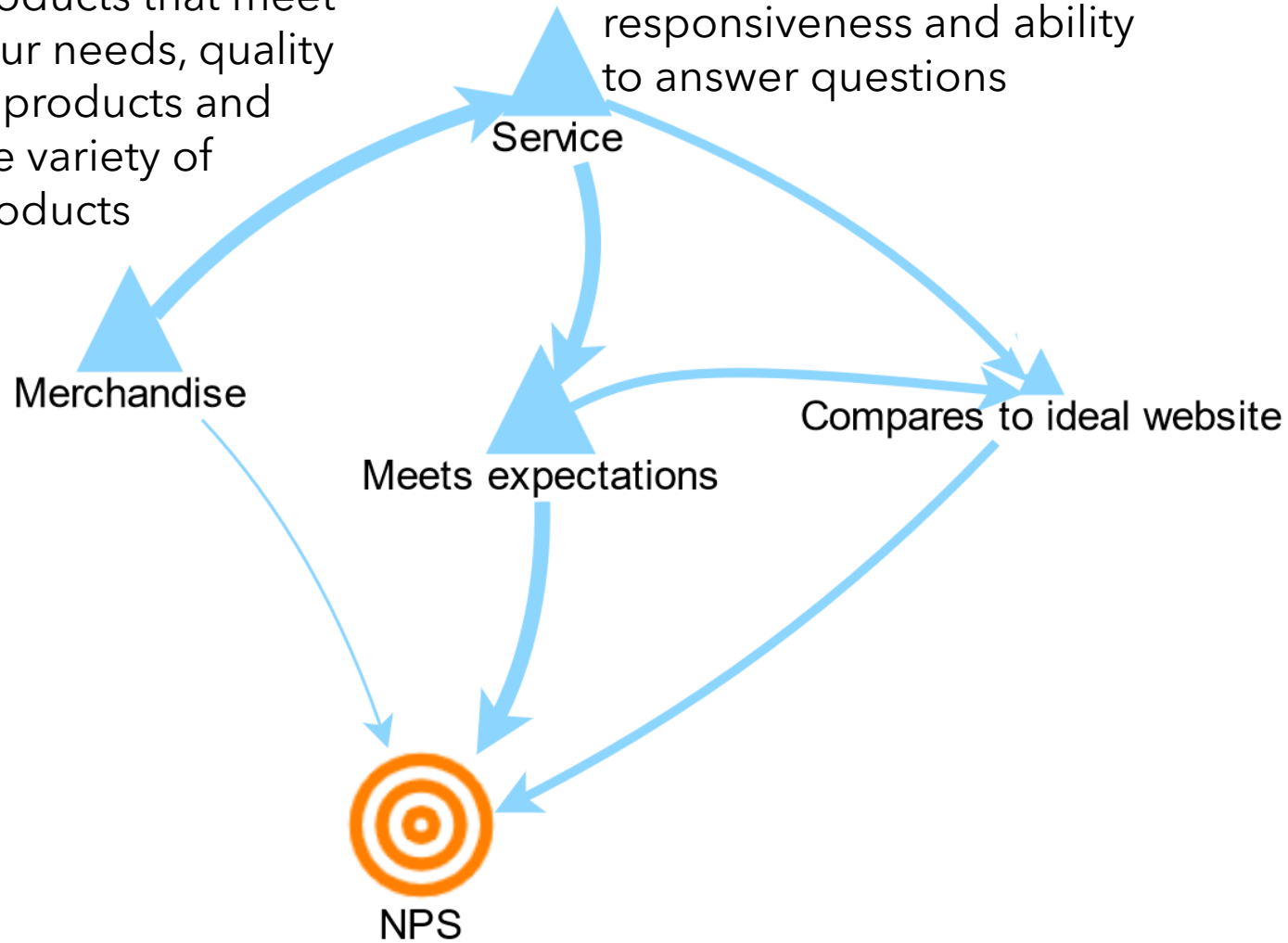


● Detractor ● Passive ● Promoter

Based on your most recent interaction, how likely are you to recommend our company to a friend or colleague?

MERCHANDISE:
products that meet
your needs, quality
of products and
the variety of
products

SERVICE:
availability, agent
responsiveness and ability
to answer questions



What levers can we pull?

Improving Merchandise
Leads to improved service
And ultimately better NPS



APPENDIX

Not for the faint of heart

Net Promoter Score

Net Promoter Score

- Net Promoter Score (NPS) is calculated using the question:
- How likely are you to recommend this website to someone else? This question is asked on a 0-10 scale.
- • Respondents providing a 0-6 are labeled “detractors.”
- • Respondents providing a 7-8 are labeled “passives.”
- • Respondents providing a 9-10 are labeled “promoters.”
- NPS values are calculated for a group and uses the formula below:
- • $NPS = 100 * (\text{Number of Promoters} - \text{Number of Detractors}) / (\text{Total Number of Respondents})$
- • **39.5 = 100*(190-56)/339**
- • NPS values are recorded on a scale of -100 to +100.

Metrics

Customer Satisfaction (CSAT)

- Customer Satisfaction (CSAT) is calculated using the scores from three independent questions about a respondent's experiences with the website.
 - • What is your overall satisfaction with this website?
 - • How well does this website meet your expectations?
 - • How does this website compare to an ideal website?

Metrics

Drivers of Satisfaction (used in this study)

- Driver scores are calculated based on the optimization of three independent rating questions.
- DIGITAL EXPERIENCE
 - Responsiveness, ease of finding products, relevant info
- MERCHANDISE
 - Products meet needs, quality of products, variety expected
- PRICE
 - Value, competitiveness, clarity of price info
- SERVICE
 - Availability, responsiveness, ability to answer questions

User Experience Best Practices

n= 339

Database = 44,751

	Laptop	Mobile - Future
Maximum time	2-4 min	90 seconds
Ideal question set	3 question blocks	3 questions
Take	2-4%	2-4%
Complete rate	25-35%	25-40%

	Email	Pop Up
Additionally	Incentive (\$5 off coupon)	No incentive needed