

# THE KEY TO DELIGHTING YOUR CUSTOMERS

How Market America Drives Business Through  
Relevant Customer Intelligence



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**DELIGHTING CUSTOMERS IS CRITICAL TODAY—YOU CAN'T IGNORE IT. IF CUSTOMERS HAVE A CHALLENGE WITH YOUR EXPERIENCE, THEY'LL QUICKLY LEAVE FOR A COMPETITOR**

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Michael Brady, CIO, Market America

## KEY TAKEAWAYS

- Coordinate digital intelligence into a 5-stage customer insights process
- Drive prioritization of digital experience struggle based on revenue impact
- Reveal the truth about customer experience issues hindering conversion
- Deliver actionable insights to multiple functions in the business
- Simplify digital intelligence with a single portal solution for 70+ sites and multiple languages
- Rapid time to value with daily opportunities to improve conversion rate optimization

# WHO IS MARKET AMERICA?

marketamerica®  
SHOP•COM™

## THE CUSTOMER EXPERIENCE CHALLENGES



However, Brady and the Market America team faced several challenges on the way to delighting customers and increasing revenue:

Market America is a major eCommerce-based product brokerage and internet marketing company specializing in one-to-one marketing. With more than 6 million customers and more than 180,000 independent distributors worldwide, Market America generates over \$3 billion in accumulated retail sales annually.

Market America's SHOP.com is ranked 59th on the list of the Top 500 Global eCommerce Retailers. The site has a virtual presence in 9 countries represented by 5 different languages. And with more than 300 affiliate websites in operation, the SHOP.com shopping experience supports nearly 4 million visitors per month.

Michael Brady, CIO of Market America, and his team of

### OVER 260 TECHNOLOGISTS

continually strive to improve SHOP.com's overall customer experience and optimize conversion rates.

Market America had already invested in analytics but the team sought a greater understanding of customer struggles, as well as the user's psychology and wanted to utilize that insight across the business to help ensure traffic converts more.

- Visualizing the customer experience across a complex product portfolio, high traffic volumes and across **NEARLY 40 BRANDS**
- Providing intelligence that can rapidly improve the **CUSTOMER EXPERIENCE**
- Helping IT prioritize issues based on revenue impact to **DRIVE BUSINESS VALUE FASTER**
- Becoming more proactive about finding and resolving **CUSTOMER EXPERIENCE STRUGGLE**
- Unlocking revenue potential by incrementally improving **CONVERSION RATE OPTIMIZATION**

To address these challenges and create customer experience excellence, Market America turned to Metriscope.

## A DAY IN THE LIFE: HOW MARKET AMERICA PUTS METRISCOPE TO WORK

Delighting customers requires consistent, relevant and prioritized insights into what site visitors want (and need). The only way to collect these insights and use them to drive revenue is to make them available across the business.

To achieve this level of consistency across the business, Market America distributes a daily customer experience report that lists all anomalies and struggles across all SHOP.com affiliate sites.



“ We capture the Metriscope ID for each customer interaction and integrate it with our other **digital intelligence solutions**—from Voice of the Customer to analytics, to application performance management and beyond. That way, when we seek to **understand what customers** are doing on our sites, we can go in and play back specific sessions. ”

Michael Brady, CIO, Market America



In addition to replay capabilities, the Metriscope's reference ID also includes any comments captured from customers throughout their journeys, giving Market America every bit of information necessary to improve the customer experience.

The daily customer experience report is prepared with Metriscope's data and sent directly to Market America's COO, as well as several other functional areas within the firm—Technology, Customer Service, Quality Assurance, Marketing and User Experience.

The highest priority for each of these major stakeholders is to analyze and immediately remediate any issue affecting the checkout funnel. However, their specific assignments vary based on function:

#### ECOMMERCE TECHNOLOGISTS:

It isn't easy for developers to know which site issues to address first. But with **Metriscope**, the Market America IT team can quickly identify key customer experience issues, access the session data and prioritize resolution based on revenue impact.

#### MARKETING AND UX TEAM:

Differentiating the company and providing an optimal user journey are the main objectives for this department. Granular data and replays help optimize the SHOP.com user experience and messaging while also reducing struggle in the buying process.

#### CUSTOMER CARE EMPLOYEES:

**Metriscope** helps customer support employees to proactively reach out to users experiencing issues. With **Metriscope**, Market America also handles incoming service requests quickly with readily-accessible insights into specific customer journeys.

#### QUALITY ASSURANCE:

The QA team is tasked with identifying every ounce of struggle in the technical processes for all Market America sites. **Metriscope** helps QA uncover even the smallest issues that might only affect a minor subset of users.

The daily report gives these teams easy access to specific user sessions just by clicking on the **ID number**. These ID's capture data in all aspects of the customer experience - ordering, feedback, error messages, hard errors, etc.

**When someone in Argentina** is trying to purchase a product from a site that doesn't ship to the country, that struggle is logged against the **Metriscope ID**.

HAVING DAILY ACCESS TO ALL DIGITAL EXPERIENCE STRUGGLE WAS THE FIRST STEP TO DELIGHTING SHOP.COM CUSTOMERS.

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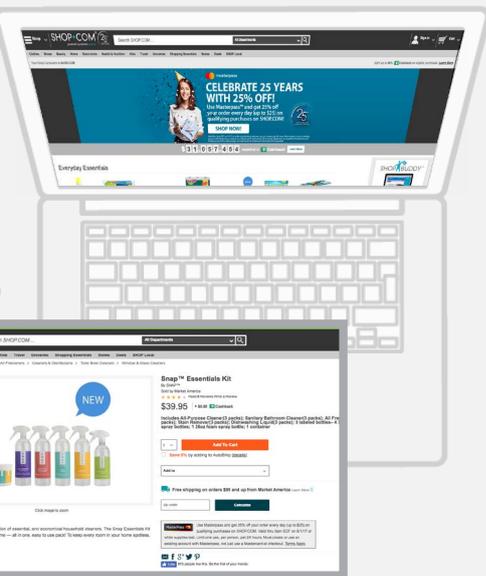
Our goal of reducing abandonment and delighting the customer is extremely important to growing revenue.

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Michael Brady, CIO, Market America

## 5 STAGE DIGITAL INTELLIGENCE PROCESS - THE IMPACT OF METRISCOPE

The Metriscope's customer experience analytics solution is the foundation of Market America's digital intelligence strategy. With Metriscope's in place, Brady and Market America have been able to build out a 5-stage process to improve insights and delight customers:



- 1 Discover and visualize issues to understand the context of struggle
- 2 Quantify issues based on revenue impact
- 3 Resolve customer experience issues in order of revenue priority
- 4 Alert/monitor customer experience indicators for real-time anomaly detection
- 5 Analyze the root cause of technical challenges

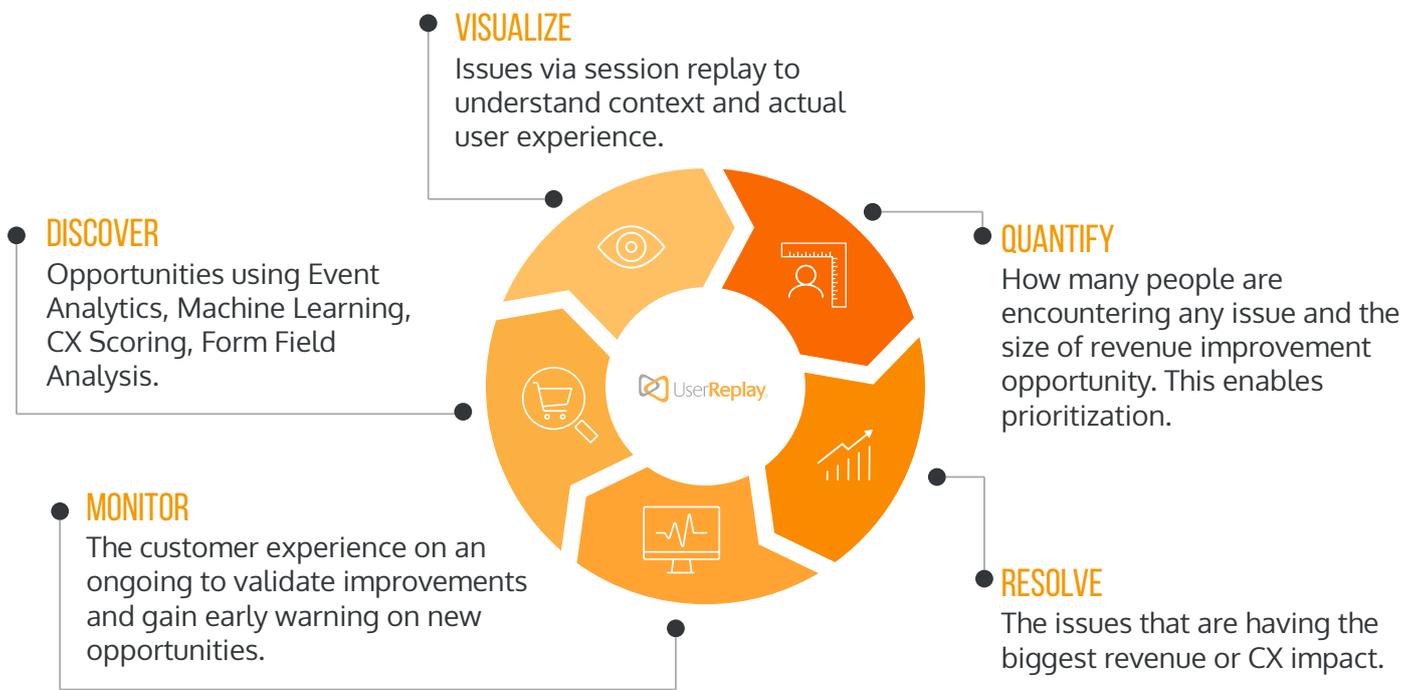
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With Metriscope's, I can actually interrogate session replays to fully understand the choices people make, helping us reveal struggle in the buyer's journey.”

Michael Brady, CIO, Market America

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This process has served Market America’s goal of delighting customers by helping multiple functional areas throughout the organization make sense of big data.



Big data gives you an enormous forest to work with. But if you want to drill into one specific segment of that forest—actually see the bark on one specific tree—you can use Metriscope to make it happen.



Michael Brady, CIO, Market America

By digging behind the data collected from SHOP.com customers, Market America has been able to act on specific points of struggle - whether that means reducing the number of clicks in the checkout process, ensuring people aren’t hitting errors when adding items to their carts or generally speeding up the eCommerce experience.

With every team in the organization working from the same Metriscope customer journey data, Market America has been able to prove the ROI of customer experience analytics.

Proactively resolving customer struggle and incrementally addressing conversion rate optimization challenges unlocks revenue potential that SHOP.com and affiliate sites have earned but have lost to issues in the customer experience.

# WHY TRUST METRISCOPE'S TO DELIGHT CUSTOMERS?

Metriscope's Customer Experience Analytics discovers the pipeline of hidden revenue opportunities by revealing the online struggles that stop customers converting. Through its advanced analytics and machine learning, it discovers and quantifies the scale of the segments affected by the struggle and reveals its impact on revenue, helping teams prioritize improvements based on value to the business.

For fine grained analysis and insight that reveal exactly what happened and why, **Metriscope's** 100% accurate high-fidelity replay brings the customer experience to life. The provision of this customer focused and high value analytics results in informed teams, delighted customers and up to 8% revenue increase from existing visitors, as customer experience and technical issues are resolved more quickly.

## CUSTOMER RETENTION

Greater  
**long-term**  
customer retention

## LIFETIME VALUE

Higher customer  
**lifetime value**  
(LTV)

## COST REDUCTION

Significant  
**cost reduction**  
for customer-related issues



Improving the online customer experience builds **loyalty, engagement, and customer retention.**

Even issues that do not directly cause sales abandonment, such as providing a confusing customer experience when changing a password, will ultimately cost your business **precious revenue.**

If you want to learn more about how Metriscope customer experience analytics can integrate into your digital intelligence strategy to drive revenue through customer insights, **contact us today for a free demo.**

[www.metriscope.com](http://www.metriscope.com)