

# Achieving 50% Increase in Conversions on Digital Channels for a Fortune 50 Telco

## Key Challenges



- High-intent customers started their purchase journey on digital channels but completed it at physical stores
- Long and complex customer journeys causing user fatigue and drop-offs
- Rudimentary A/B testing focused on cosmetic changes rather than user-flow optimization

## Business Solution



- > Deconstructed KPIs to identify and localize high priority problems
- > Multi-step Diagnostics that included Data Science-based Funnel Analysis, UX Audit, and External Benchmarking
- > Full-scale redesign of lower funnel shopping cart and checkout. Identified multiple exit paths that distract users from completing orders

## Business Impact



**50%**

Lift in Conversion on Digital Channels

**50%**

Reduction in Flow with A/B Testing Solution

Validated solutions with new A/B testing sandbox with 5% live traffic



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