Assessment of the new online process at Vanguard

Context	Sample Analysis	Time Spent	Errors	Completion Rate	Recommandations

Context of this presentation

- We assessed the new online process at Vanguard and leveraged data analysis for better decision making

- We used EDA and statistics methods

- We analyzed 3 datasets from Vanguard and merged then to create 2 new datasets : Test and Control in order to provide the following analysis

- We conducted the study having in mind the target of 5% completion rate threshold between new and old design

We will introduce the sample used, our findings and our recommendations

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Presentation for the Head of Customer Experience Team
Authors : Bana & Flory, data analysts

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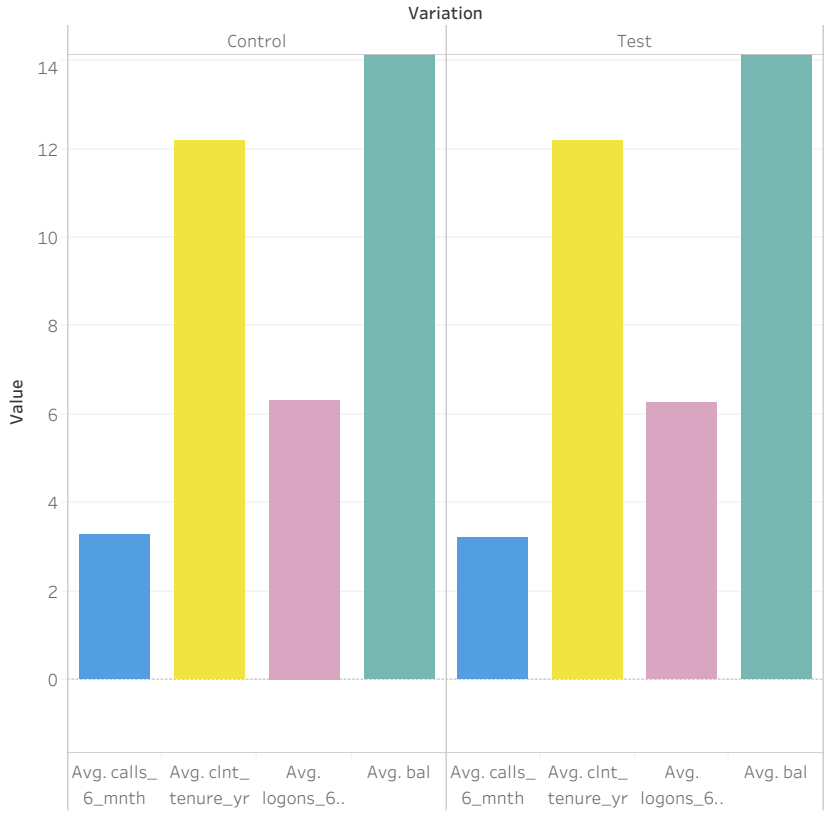
Analysis of the panel

Panel is quite balance between Control and Test groups regarding characteristics such as gender, tenure, log ons or calls. However, the range of ages are highly unbalanced with an over-representation of people over 50 years old.
To be noted than the Test panel is 26% bigger than the Control one.

		Variation	
gendr	clnt_age	Control	Test
F	20-49	7.91%	7.86%
	50-60	13.83%	14.51%
	60+	9.90%	10.42%
	<20	0.13%	0.15%
M	20-49	9.18%	9.33%
	50-60	14.28%	13.76%
	60+	10.12%	10.31%
	<20	0.17%	0.16%
U	20-49	15.94%	14.91%
	50-60	11.79%	11.41%
	60+	5.94%	6.40%
	<20	0.82%	0.78%



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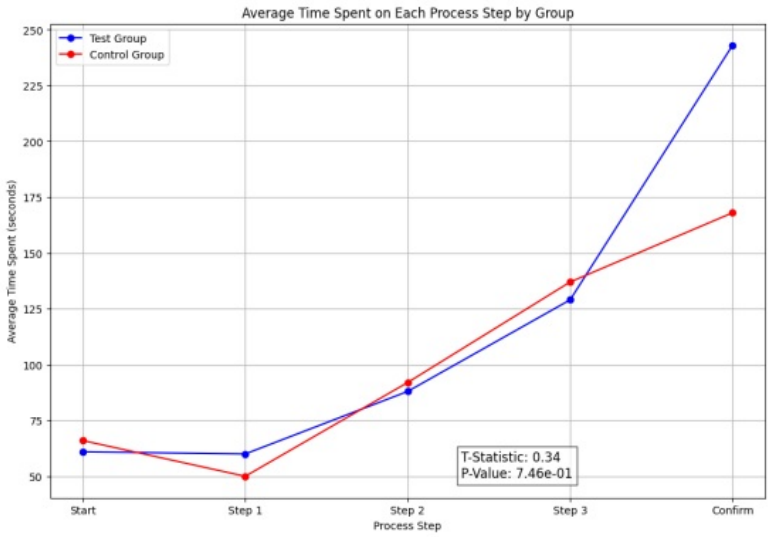
The Test group globally spends more time on the process than Control group (+13,4%), especially on steps 1 and Confirm.

Time Spent on Each Step for Test Group :

	process_step	avg_formatted_time
0	start	1m 1s
1	step_1	1m 0s
2	step_2	1m 28s
3	step_3	2m 9s
4	confirm	4m 3s

Time Spent on Each Step for Control Group :

	process_step	avg_formatted_time
0	start	1m 6s
1	step_1	0m 50s
2	step_2	1m 32s
3	step_3	2m 17s
4	confirm	2m 48s



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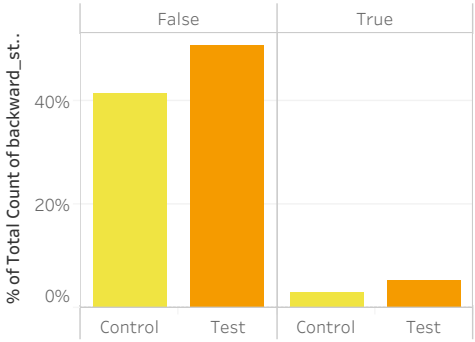
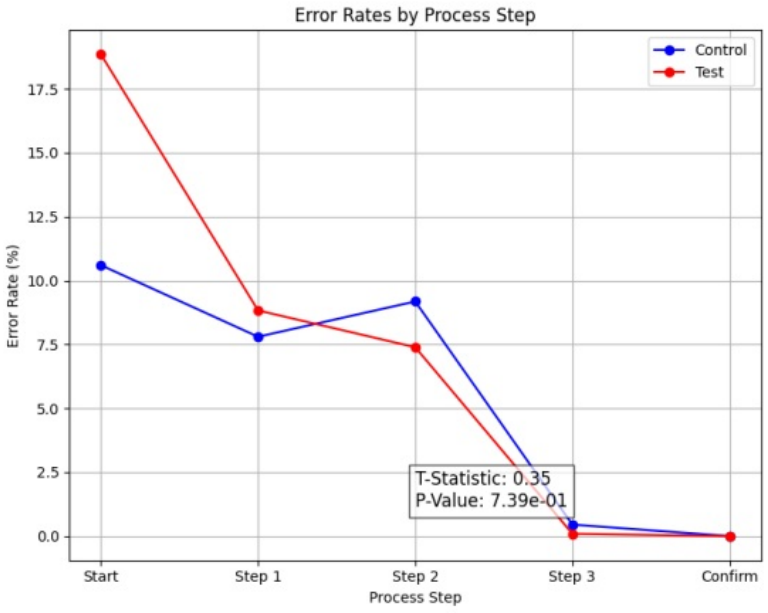
Variation	clnt_age	start	step_1	step_2	step_3
Control	20-49	14.85%	7.51%	7.36%	0.39%
	50-60	19.94%	9.94%	9.72%	0.38%
	60+	14.91%	6.24%	7.28%	0.27%
	<20	0.51%	0.36%	0.32%	0.02%
Test	20-49	18.60%	4.30%	2.01%	0.02%
	50-60	27.16%	8.32%	5.22%	0.06%
	60+	18.40%	8.20%	6.73%	0.06%
	<20	0.62%	0.20%	0.11%	

Most users don’t make mistakes (> 94% in both groups).

Among users going backward or dropping the process, we can see than the Start step is the biggest struggle, especially for the Test group in the 50-60 yo range (/!\ this range is over reprensented into the sample).

Globally, the number of backward steps is a lot more represented in the Test group than in the Control group.





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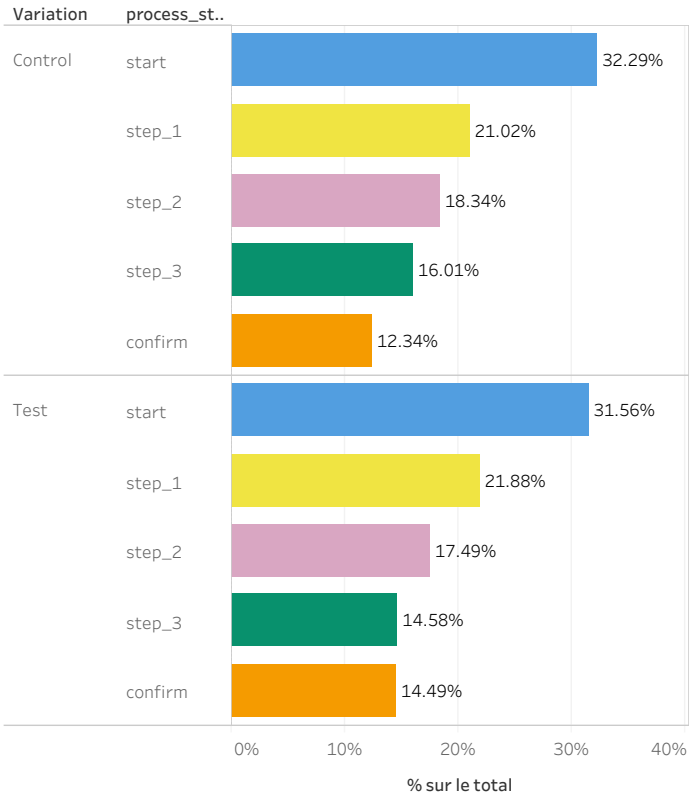
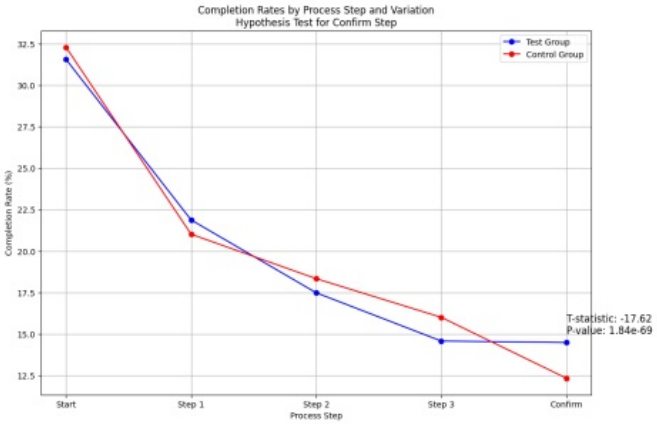
Test group has a completion rate with more than 5% threshold from Control group

Among users going through the "confirm" step, we see that the the Test group has a higher score. We also see how the Control group seems to drop after step 3 and never go to confirm even though they have a better start than the Test group.
Steps 2 & 3 also seems to be more complexe on the new design.





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Conclusion:
In summary, while the new design shows promise in increasing completion rates, there are still areas of concern. The age distribution raises questions about whether this group is ideally suited to online processes, as their performance does not align with typical user behaviors. Additionally, high error rates at the beginning of the process remain an issue, and refining the initial steps will be critical for improving user experience.

Recommendations:
- Optimize Initial Steps: Focus on improving the early stages of the process to reduce error rates and enhance user experience.
- Further Testing: Engage with a broader range of user demographics, including younger clients and those with shorter tenures, to ensure the process meets diverse needs.