

CX @ VANGUARD

WHY?

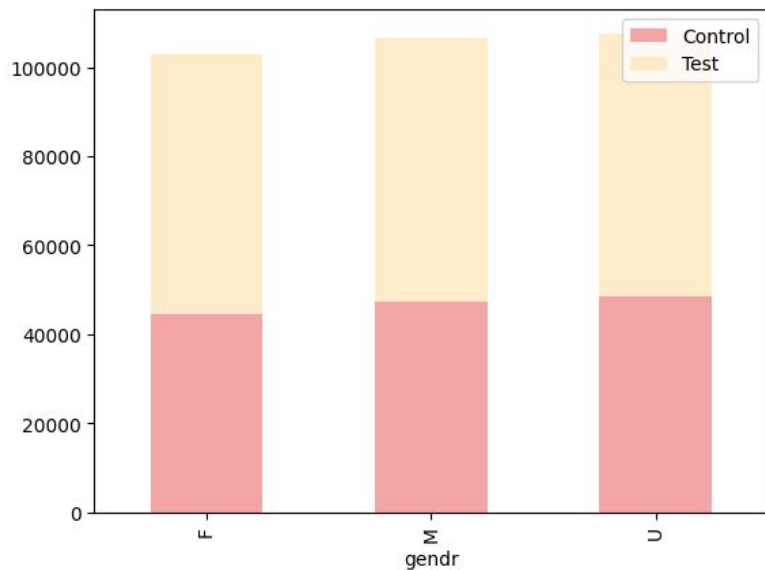
- We want to understand the efficacy of new CX design by comparing the completion rates and average time spent from clients using both the original and the new design.

HOW?

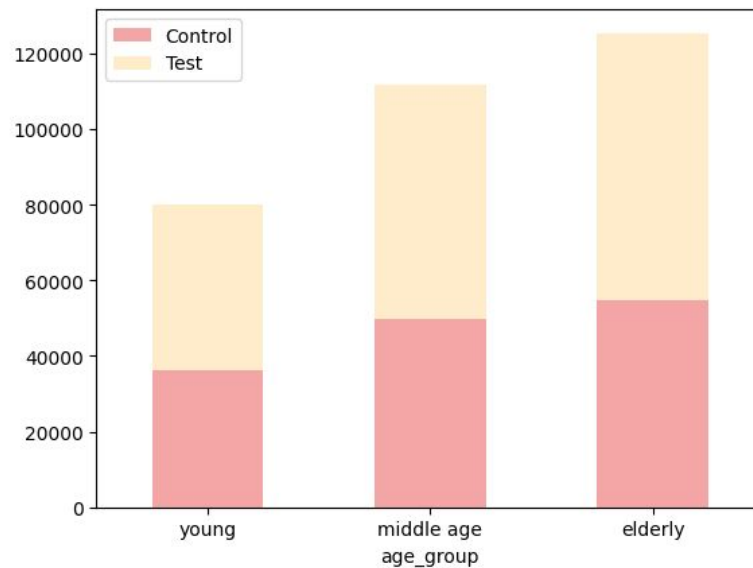
- Getting to know our customers demographics
- Checking the difference between the completion rates from both original and new design users
- Checking the total time spent from both original and new design users

LET'S MEET OUR CLIENTS

Gender Distribution

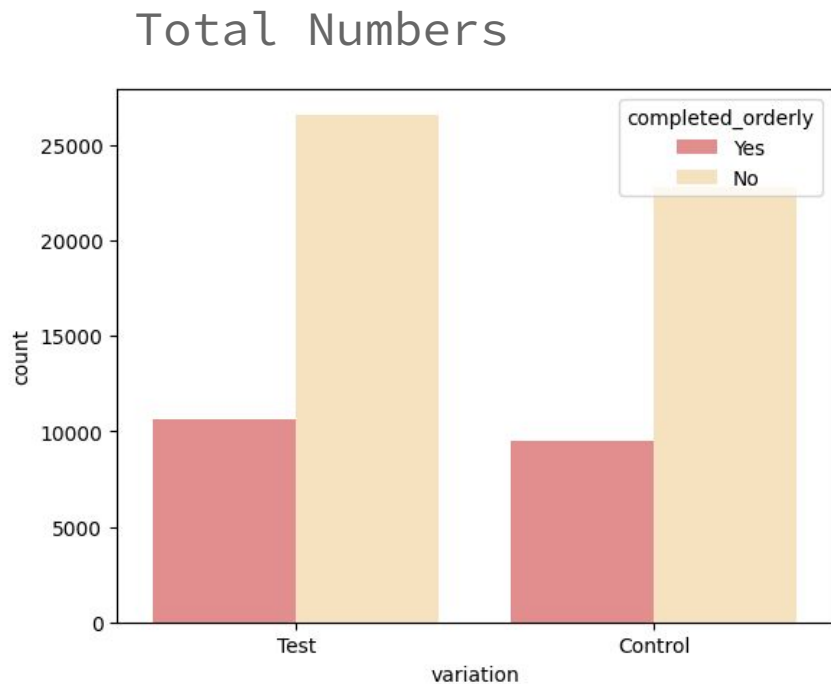


Age Distribution



- The analysis specifically focuses on client-visit combinations that has successfully completed the steps in expected order or failed to so.

COMPLETION RATE

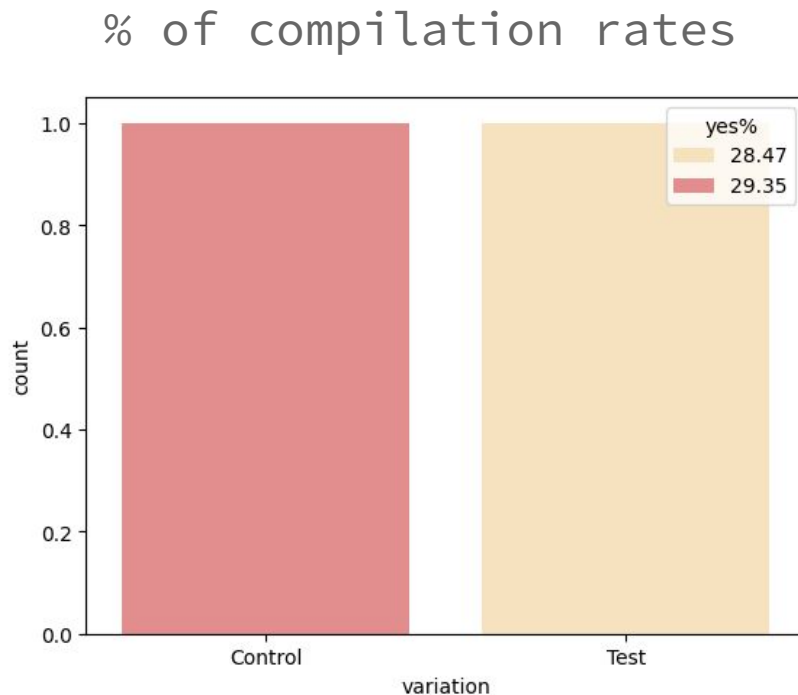


Initial statistical analysis (Chi-squared test) suggested a possible relation between variance and compilation rate...

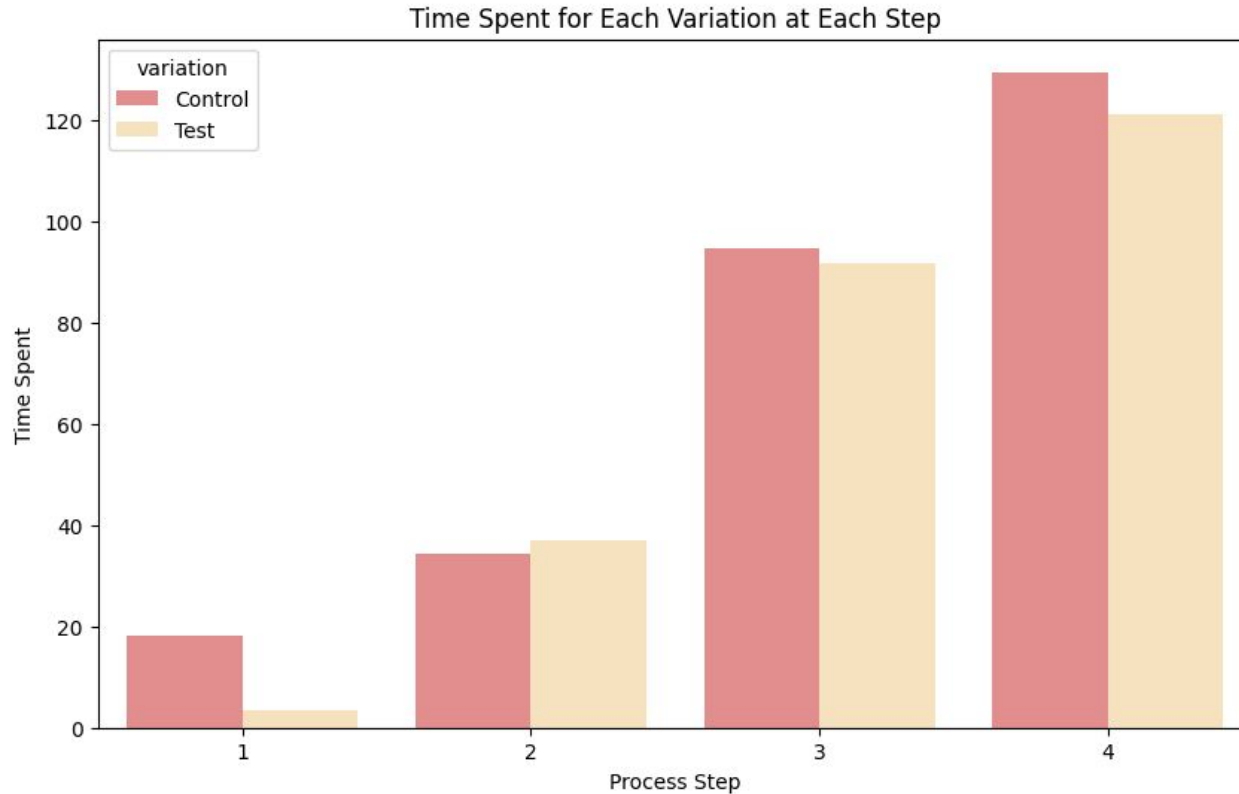
COMPLETION RATE

Further analysis (Cramér's V) showed the relationship is not strong at all.

The new design does not meet the expected threshold of 5% improvement.

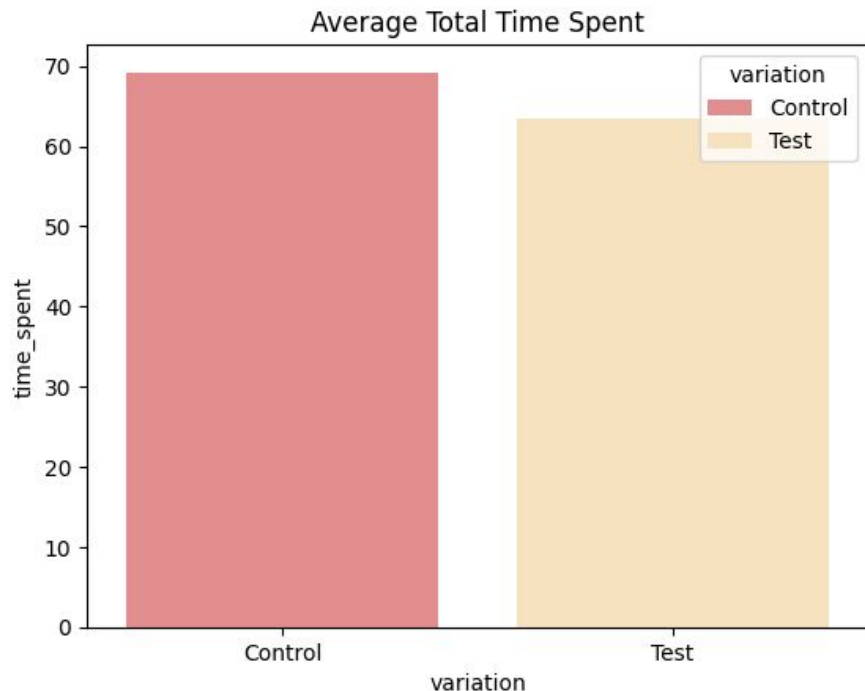


TIME SPENT



- The situation is very similar for the average time spent per process step as it seems like new design have an advantage.

TIME SPENT



- However, further analysis (t-test) showed that the difference between the total average time spent is statistically insignificant.

CONCLUSION

In terms of completion rate and average time spent; increased user engagement and potential revenue, are estimated to outweigh the costs of the new design.

Suggestion: A pop-up, very short survey can be added to get data on how clients “feel” about the user experience.