CX @ Vanguard

Why?

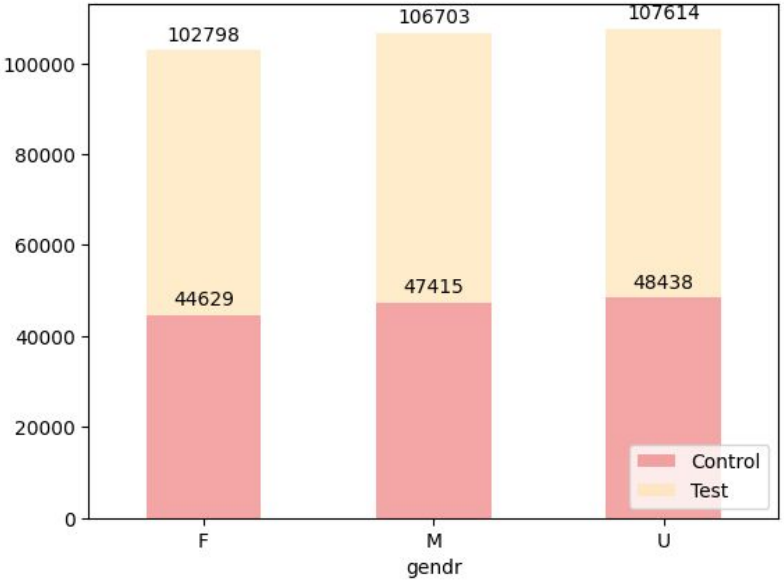
- We want to understand the efficacy of new CX design by comparing the completion rates and average time spent from clients using both the original and the new design.

How?

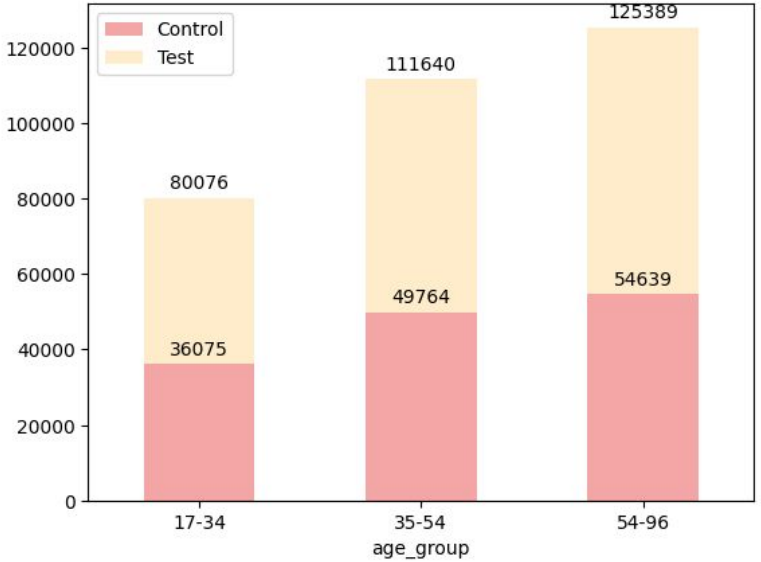
- Getting to know our customers demographics
- Checking the difference between the completion rates from both original and new design users
- Checking the total time spent from both original and new design users

LET'S MEET OUR CLIENTS

Gender Distribution

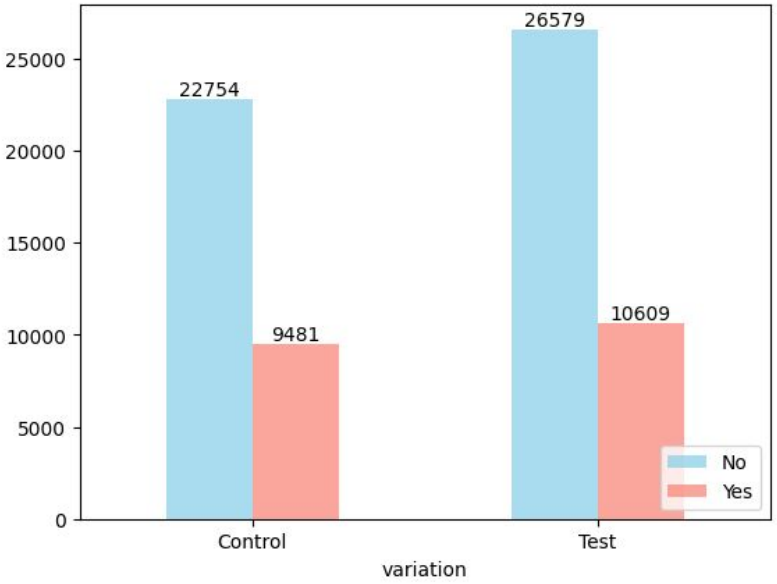


Age Distribution

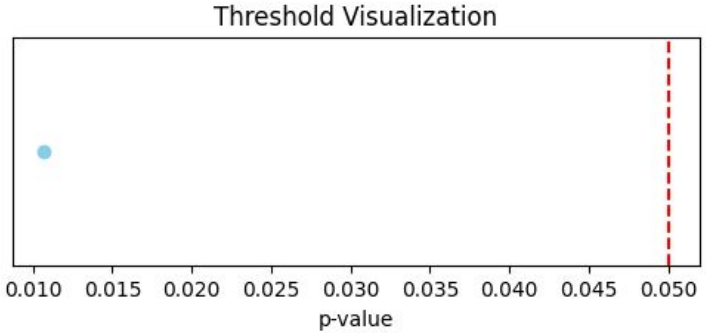


- The analysis specifically focuses on client-visit combinations that has successfully completed the steps in expected order or failed to so.

Completion Rate



Initial statistical analysis (Chi-squared test)suggested a possible relation between variance and compilation rate,as #H0 being completion rate and variation are independent

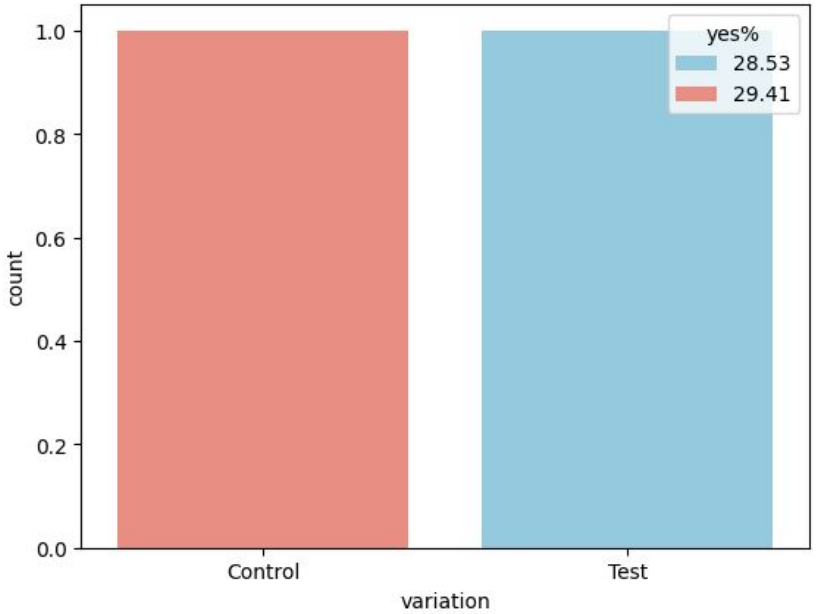


Completion Rate

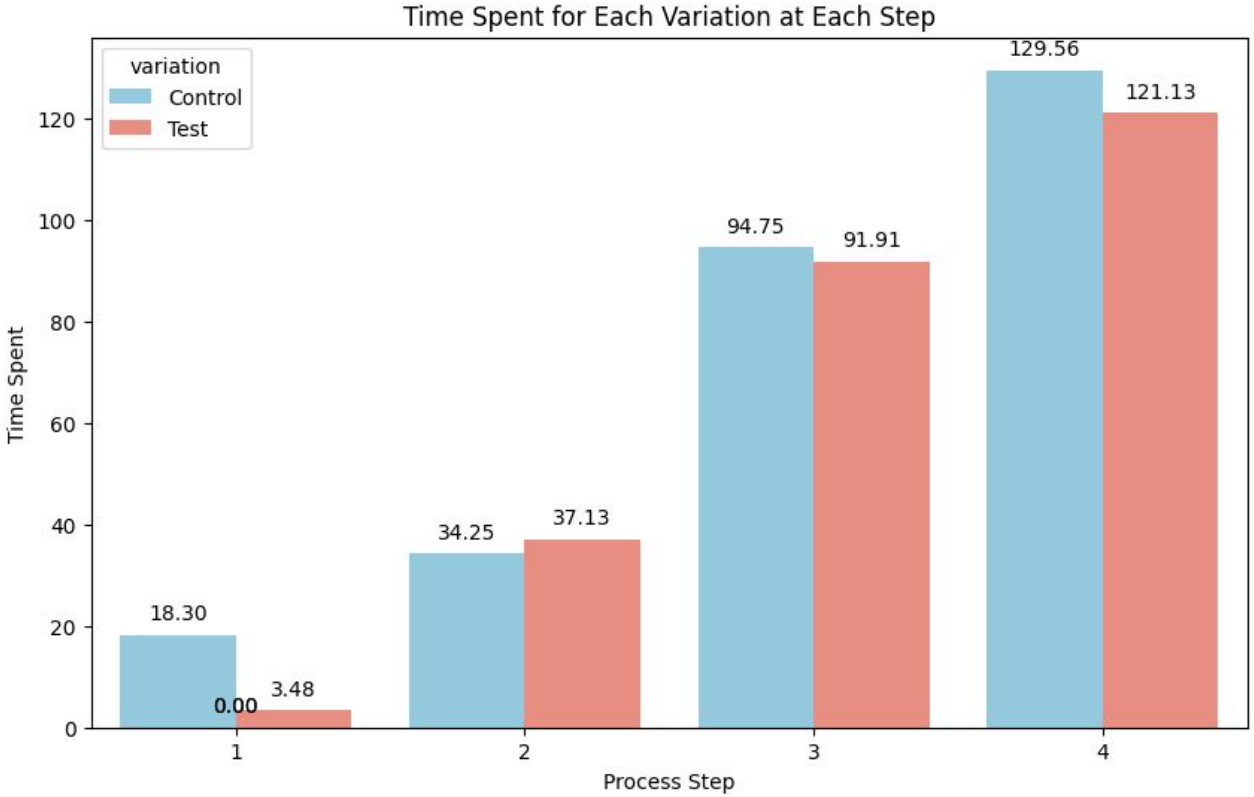
Further analysis (Cramér's V=0.009) showed the relationship is not strong at all.

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

% of compilation rates

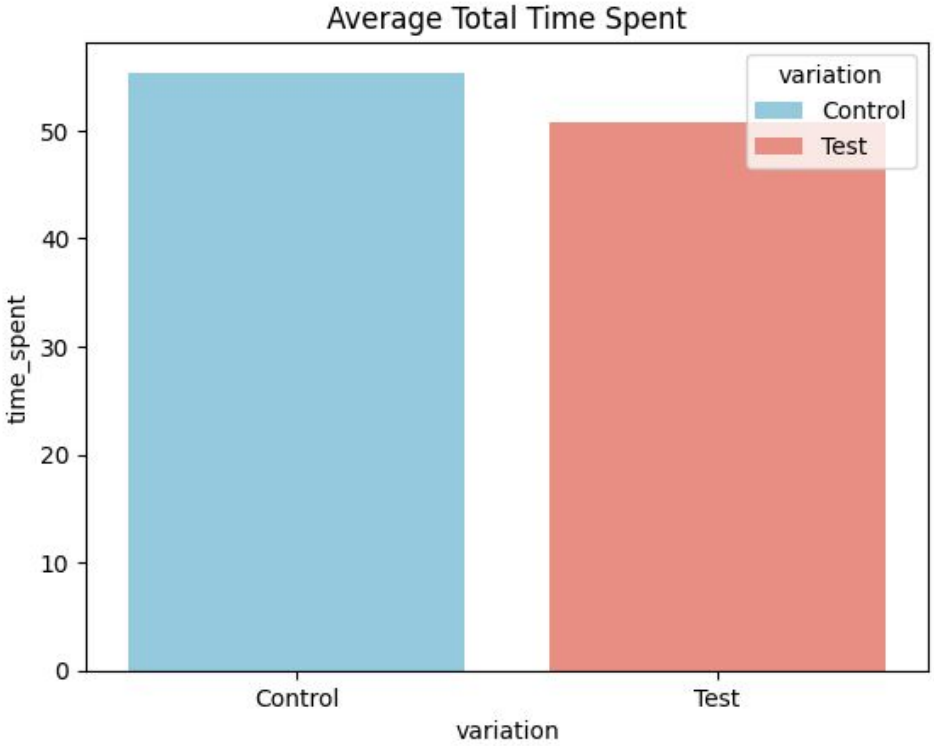


Time Spent



- 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.