

Customer Experience

VANGUARD

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DATA OVERVIEW

CLIENTS

010 3V



DIGITAL FOOTPRINTS

010 3V



EXPERIMENT ROSTER

010 3V



Problem Statement

CONTROL

WEB FORM

[Placeholder text lines]



TEST

NEW FORM

NE

STEP

THE

STEP

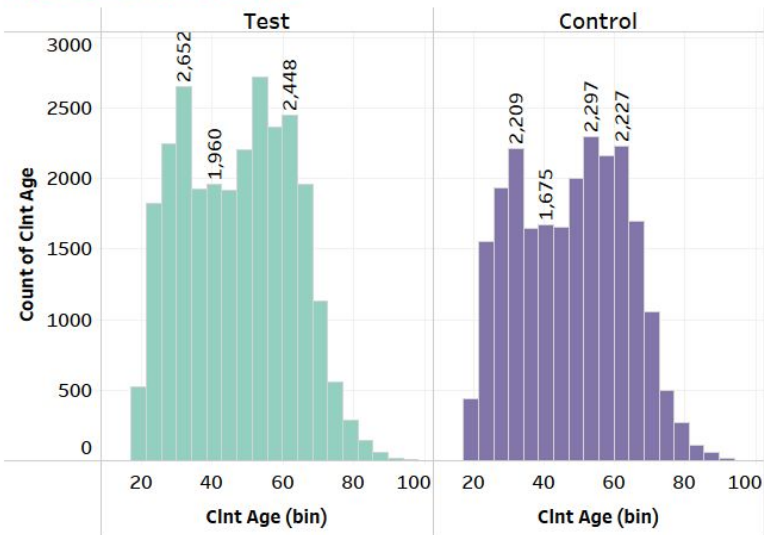
IXGRTQORET

[Yellow star icon]

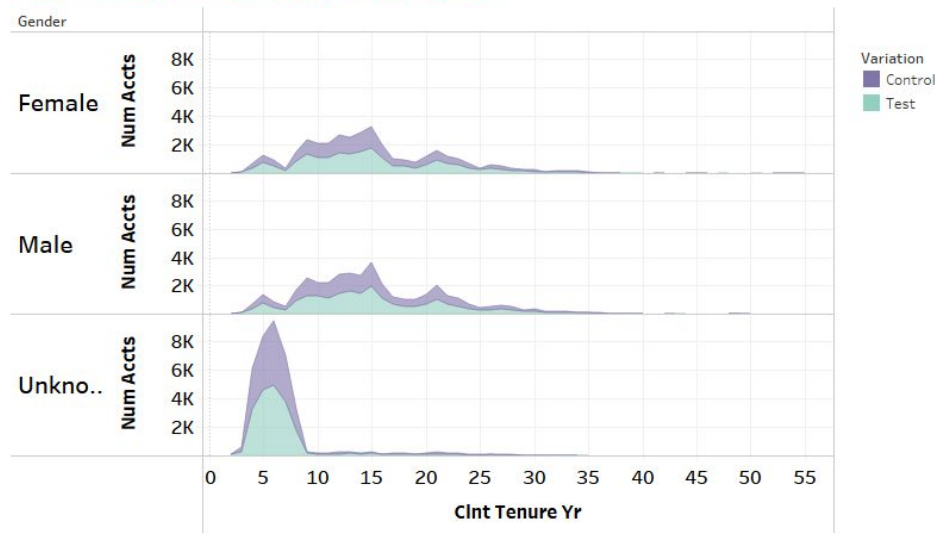
[Yellow button]

EDA

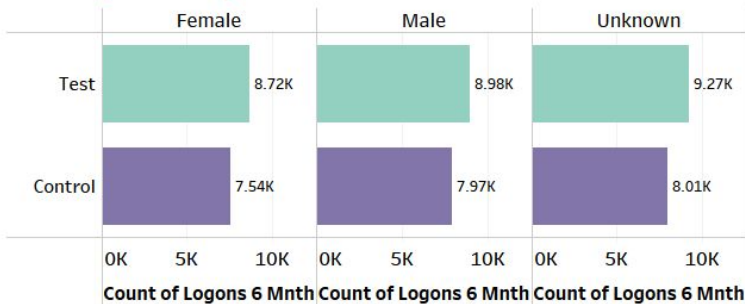
Age distribution of clients



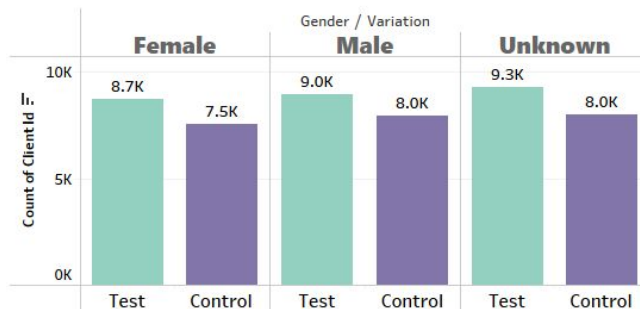
Total Number of Accounts by Client Tenure



Total Login count by Gender



Gender Distribution of Process by Experiment type



PERFORMANCE METRICS

- Completion rate
- Average time spent on each process step
- Average time spent on entire process
- Farthest Step
- Error rate $((\text{total_steps} - \text{expected_steps}) / \text{total_steps})$

Completion rate

Two proportion Z-test

P-value (0.0000) < alpha (0.05) : Reject Null Hypothesis

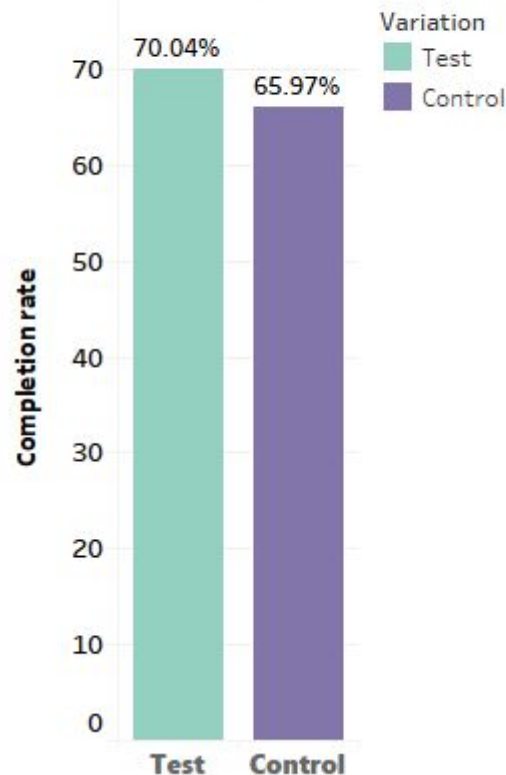
Null hypothesis: There is no statistically significant difference in completion rate between the Test and Control groups and

Completion Rate with Cost-Effectiveness Threshold

P-value: 0.0049 < alpha (0.05) : Reject Null Hypothesis

Null hypothesis: Completion rate for the Test group is not significantly greater than the completion rate for the Control group increased by 5%

**Completion rate
for Test and
control group**



Average time spent on each step

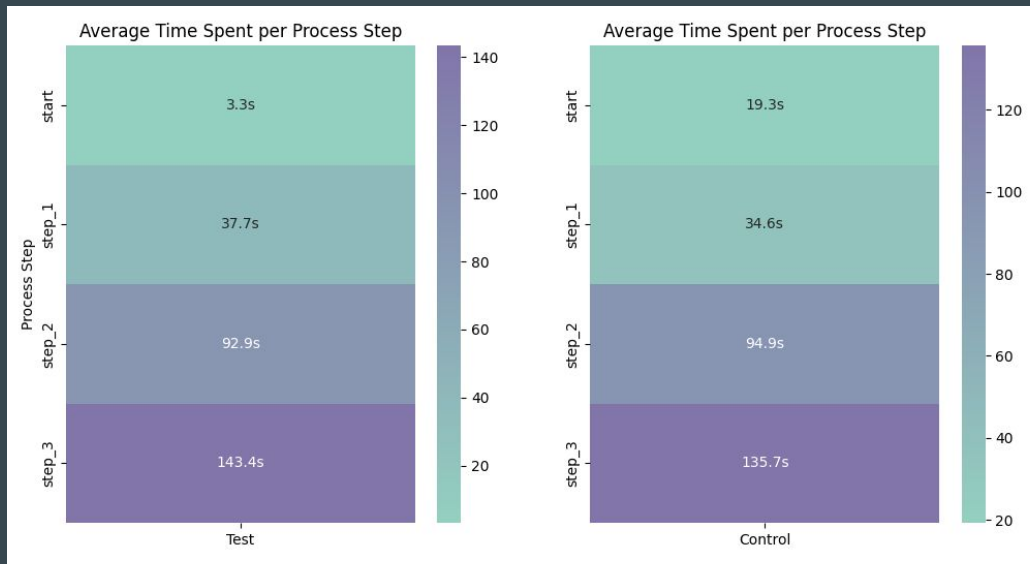
ANOVA test

P value(start: 0.00, step_3 : 0.02) < alpha : Reject null hypothesis

P value(step_1: 0.09, step_2: 0.29) > alpha : Accept null hypothesis

Null hypothesis: No significant difference in the average time spent on each process step between the test and control groups.

Alternate hypothesis: Significant difference in the average time spent on each process step between the test and control groups.



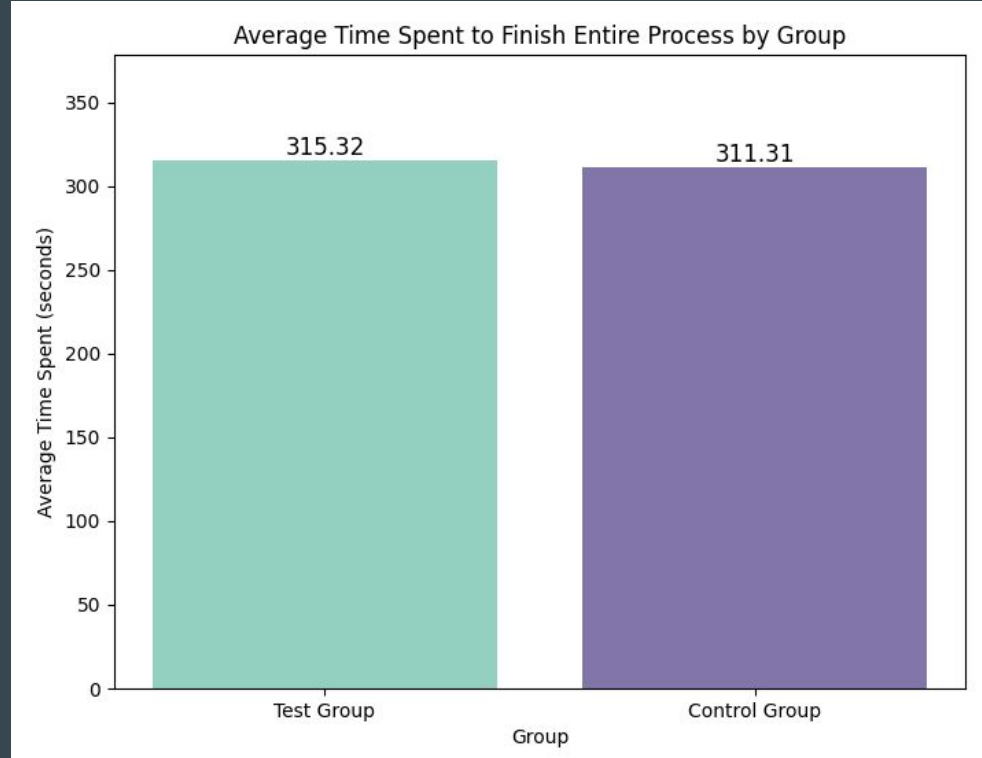
Average time spent on entire process

T - test

P-value: $0.3529 > \alpha$: Accept null hypothesis

Null hypothesis: There is no significant difference in the total time spent between the test and control groups.

Alternate hypothesis: There is a significant difference in the total time spent between the test group and the control group.



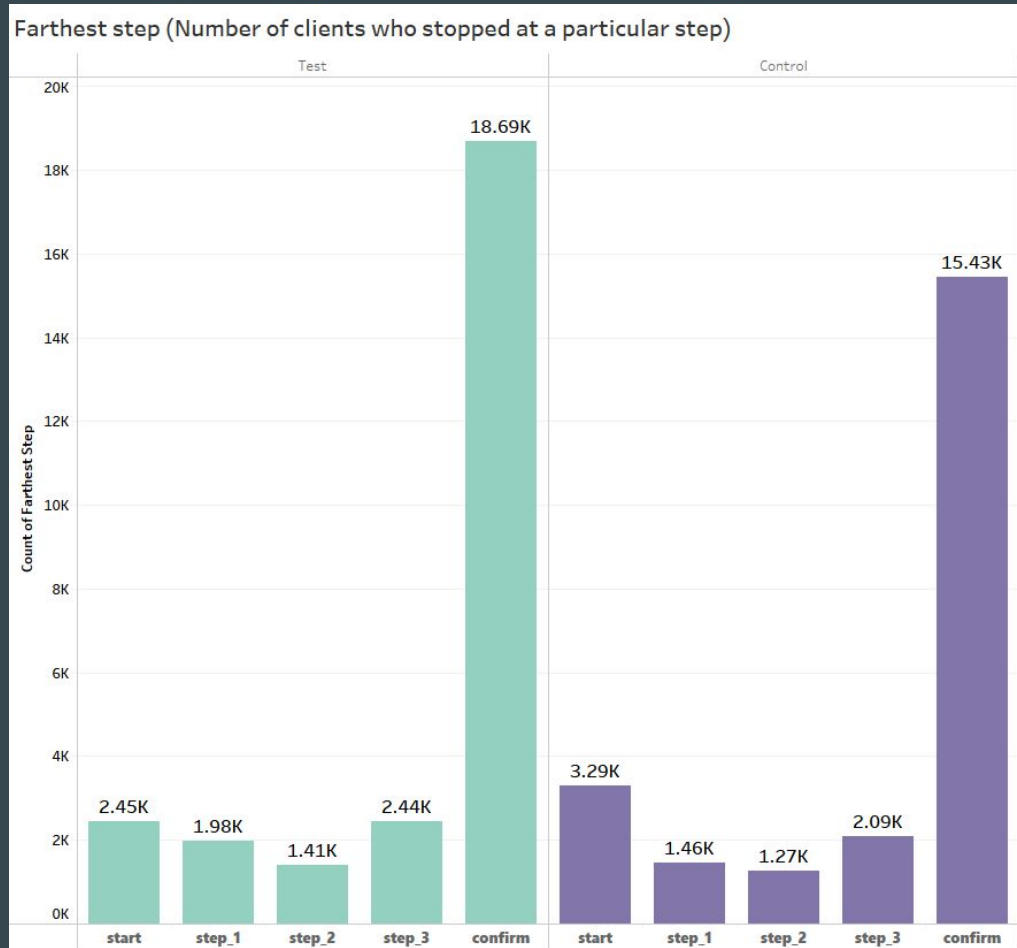
Farthest Step

Chi-Square test

P-value: 0.0000 < alpha : Reject null hypothesis

Null hypothesis: The distribution of the farthest step reached by clients is the same for both the test group and the control group.

Alternate hypothesis: The distribution of the farthest step reached by clients is different between the test group and the control group.



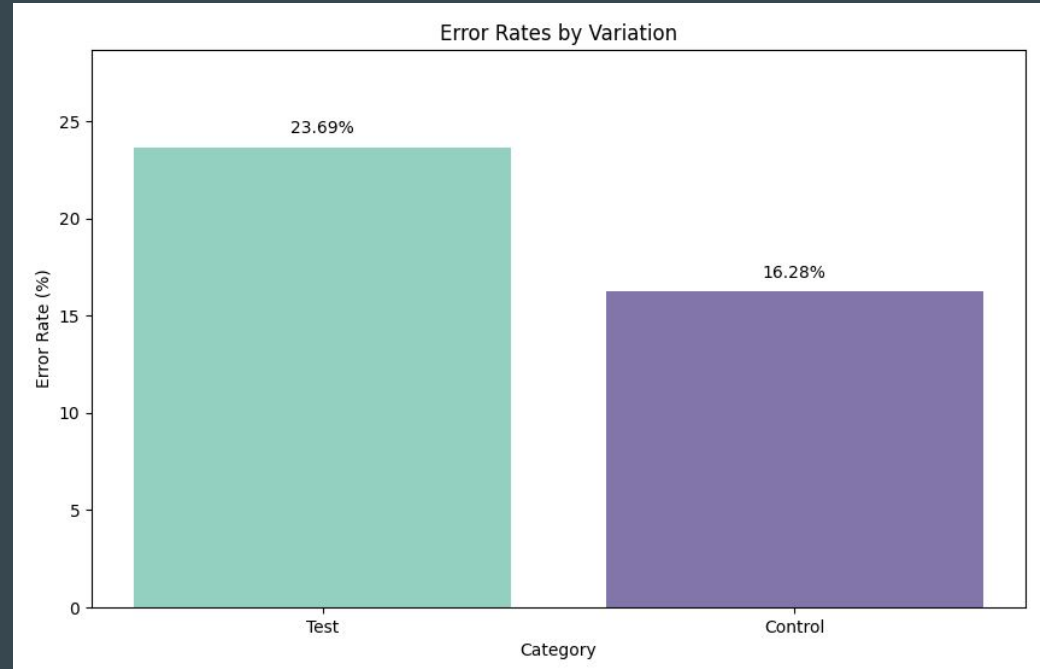
Error Rate

Z-test

P-value: $0.0000 < \alpha$: Reject null hypothesis

Null hypothesis: There is no significant difference in the error rates between the test group and the control group.

Alternate hypothesis: There is a significant difference in the error rates between the test group and the control group.



Other hypothesis results

- **Average Client Tenure** : The average client tenure of clients engaging with the new process is the same as the average client tenure of clients engaging with the old process.
- **Gender Differences** : There are no significant gender differences in engagement with the new and old processes.

Challenges

A woman with long brown hair in a ponytail, wearing a blue hoodie, is sitting at a desk in a dimly lit office. She is looking intently at a computer monitor and pointing at a data visualization on the screen with her right index finger. The monitor displays a complex dashboard with various charts, including a circular gauge chart on the left and several data tables on the right. The office environment is visible in the background, with bookshelves filled with books and papers scattered on the desk and floating in the air, suggesting a busy, data-driven workspace.

- Understanding the data set
- Creating calculated fields in Tableau
- Hypothesis Testing

Conclusions

- New UI has more benefits than the old UI
- Test group clients has better completion percentage
- Improve the process steps 2 & 3 in the new UI to have a better completion rate

THANK YOU