

# MandMDirect.com:



The UK's leading online discount clothing retailer

**MandMDirect utilizes Tealeaf for unprecedented visibility into its online channel. The company has significantly improved customer conversion, satisfaction and retention as a result.**

MandMDirect is an example of a prospering business that is now thriving even more in the digital age. Founded in 1987, the company built on its early offline successes and launched its web presence in 1998 as MandMSports.com.

With 80% of all transactions now coming directly through the company's web site, customer experience on the site—now branded MandMDirect.com—is crucial. For every customer that finds a shopping basket inexplicably emptied or encounters a site error, there is no alternative point of sale. The overwhelming majority of these struggling customers will simply give up, or worse, leave for a competitor's site.

## CHALLENGES

There are two key elements to the process of customer experience improvement: measurement and management. MandMDirect was already using web analytics as a source of quantitative information, by gathering and analyzing basic traffic figures. However, while useful in getting a big picture perspective, such measurements resulted in only a high-level summary of what was happening throughout the site.

Using only the data provided by web analytics, MandMDirect had no reliable way of understanding exactly why customers abandoned a shopping session or whether, rather than seeing a drop-off as a transaction failure, the customer returned later to complete the purchase.

To truly enable proactive customer experience management, MandMDirect needed a solution that would provide visibility into complicated visitor behavior. Existing tools were unable to help the company understand why online customers struggled, and this hindered site optimization efforts.

## A BETTER APPROACH

After looking into potential solutions, MandMDirect identified Tealeaf as the best way to capture and analyze customer interactions. Instead of basing vital site decisions purely on quantitative reporting, MandMDirect is now able to observe the qualitative details of customer behavior using Tealeaf's real-time platform.

## CUSTOMER PROFILE



MandMDirect ([www.mandmdirect.com](http://www.mandmdirect.com)) is one of the fastest growing independent retailers in the UK, selling branded, end-of-line clearance stock at up to 75% off.

## RETURN ON INVESTMENT

- > Identified and resolved a substantial number of previously unknown site issues, saving thousands of lost transactions.
- > Dramatically increased conversion rates with Tealeaf by improving vital aspects of the customer experience.
- > Avoided losing millions of dollars by averting potential downtime from fraudulent activity and suspicious denial of service attempts.



MandMDirect recently won the 2010 Drapers Etailer of the Year award and supported Tealeaf in their award winning entry for best provider of Internet Technology at the 2010 BT Retail Week Technology Awards.

Specifically, Tealeaf's unique replay ability (a page-by-page, browser-level recording of the actual customer experience) allows MandMDirect to quickly discover, diagnose and repair issues that interfere with users' efforts to transact online. At a higher level, this extensive datastore of all customer sessions allows the business to make better, more informed strategic decisions.



Now that MandMDirect.com has total insight into customer behavior, I don't know how we got by without Tealeaf.

With this accurate view of online activity, we have secured a competitive edge, helping us increase conversions and maximize sales opportunities.

Steve Robinson | CEO, MandMDirect

### **WIN 1: IDENTIFIED AND RESOLVED A NUMBER OF PREVIOUSLY UNKNOWN SITE ISSUES, SAVING THOUSANDS OF LOST TRANSACTIONS**

#### **Problem**

On a large site like MandMDirect.com, identifying and fixing unforeseen errors is a challenging task. It is difficult to monitor every page, field and process, and things inevitably break. For example, MandMDirect recently launched a marketing campaign that involved a coupon code. However, when customers attempted to checkout, they were unable to do so and abandoned as a result.

#### **Solution**

The visibility that Tealeaf provides allows MandMDirect to save time by quickly identifying issues that other tools simply cannot detect. In this case, MandMDirect noticed that conversion was dropping, but did not know why. A quick replay of affected sessions in Tealeaf exposed the true nature of the situation; a back-end system error was not allowing customers that utilized a specific coupon to checkout.

#### **Benefit**

Because Tealeaf identified the error quickly, it was easy for MandMDirect to upload a fix, ensuring that no other customers were forced to abandon. MandMDirect now has greater peace of mind, knowing that the site will channel customers smoothly through their purchase process. To date, Tealeaf has identified a substantial number of previously unknown issues, saving the company a significant amount of potentially lost revenue.

### **WIN 2: DRAMATICALLY INCREASED CONVERSION RATES WITH TEALEAF BY IMPROVING VITAL ASPECTS OF THE CUSTOMER EXPERIENCE**

#### **Problem**

While web analytics solutions are able to identify whether customers drop-off on a certain page, identifying why this occurs is problematic. Without visibility into the customer journey, it becomes a laborious process to identify the site functionality that is proving effective in conversion, or conversely, causing customers to abandon.

#### **Solution**

Tealeaf enables MandMDirect to better understand customer behavior, including the ability to gauge the success (or failure) of new site features. For example, MandMDirect was interested in the impact of a new 'superzoom' capability that was being tested on a select portion of the site. MandMDirect believed it would be successful but wanted to confirm their hypothesis with real customer data. In Tealeaf, they watched a number of customer sessions to determine whether the customers actually used the feature, and ultimately, understand its impact on conversion rates.

#### **Benefit**

The results MandMDirect achieved with the 'superzoom' test were astounding. Most customers utilized the feature and conversion rates increased by nearly 50% when it was used. Given the successful trial, MandMDirect decided to roll out the capability across the entire site. Furthermore, MandMDirect no longer needs to leverage intensive trial and error approaches for site optimization. Instead, it is now possible to immediately quantify the success of changes and quickly identify areas for further improvement.

### **WIN 3: AVOIDED LOSING MILLIONS OF DOLLARS BY AVERTING POTENTIAL DOWNTIME FROM FRAUDULENT ACTIVITY AND SUSPICIOUS DENIAL OF SERVICE ATTEMPTS**

#### **Problem**

The risk of being targeted by hackers is an unfortunate and unavoidable aspect of doing business on the Internet. Despite a robust security policy, MandMDirect was in the same position as many companies, unable to predict when they might face such an assault. While true of most industries, the 24-hour nature of online retail presents an environment where lost time really does cost money.

#### **Solution**

Shortly after deployment, Tealeaf alerted MandMDirect to some unusual search activity that was occurring on the site. Using Tealeaf, the company replayed select sessions and discovered that hackers had attempted to test the site for weaknesses. With the attack exposed, MandM was able to implement additional security measures to stop the incursion.

#### **Benefits**

Alongside the costs saved from not bringing in an expensive expert to identify the issue, the site managed to avoid the losses that would have resulted from any downtime. For a site with revenues exceeding \$1 million per day, this saving alone more than accommodated the initial investment in Tealeaf.

### **ABOUT TEALEAF TECHNOLOGY**

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behavior analysis. Tealeaf's CEM solutions include both a customer behavior analysis suite and customer service optimization suite. For organizations that are making customer experience a top priority, these solutions provide unprecedented enterprise-wide visibility into every visitor's unique online interactions for ongoing analysis and web site optimization. Online executive stakeholders from ebusiness and IT to customer service and compliance are leveraging Tealeaf to build a customer experience management competency across the organization. Founded in 1999, Tealeaf is headquartered in San Francisco, California, and is privately held. For more information, visit [www.tealeaf.com](http://www.tealeaf.com).