

# wehkamp.nl:



The Netherlands' leading online retailer

**wehkamp.nl uses Tealeaf for unprecedented visibility into the company's online channel. As a result, wehkamp.nl has significantly improved customer conversion, satisfaction and retention.**

wehkamp.nl is a highly respected and well-known brand in The Netherlands. Trading since 1952, the catalogue retailer ventured online in 1995 and quickly made the online channel the center of its business activity. The retailer, which sells products ranging from electronics to clothing and furniture, has become one of the most recognizable sites in The Netherlands.

Like most online retailers, wehkamp.nl faces a constant battle to ensure their site is reliable, functional and easy to use. To that end, improving customer conversion is vital to the continued success of the company, and with competitors only a click away, poor customer experiences can have disastrous long-term consequences.

To differentiate in a highly competitive retail environment, wehkamp.nl made the strategic decision to improve its online customer experience. While many sites provide similar products, wehkamp.nl realized that its competitors' sites often did not provide an optimal customer experience. Thus, meeting this need better than their competitors would improve customer satisfaction, conversion and drive more revenue opportunities.

## CHALLENGES

Improving the online customer experience initially posed a significant challenge for wehkamp.nl. Existing tools like web analytics only provided high-level metrics on data such as site traffic and the value of this information diminished when trying to determine why customers abandoned a checkout process or left the site.

wehkamp.nl decided that the only way to truly understand its customers was through qualitative insights into online behavior. The difficulty was finding a solution that provided actionable information to help wehkamp.nl capitalize on their new strategic differentiator.

## CUSTOMER PROFILE

**wehkamp.nl**

Established in 1952, wehkamp.nl became a leader in The Netherlands' catalogue retail market by selling an array of consumer goods. The company launched its first web presence in 1995, and now, wehkamp.nl sells over 100,000 products with \$441 million in revenue and 100 million annual site visits. In fact, the online channel now accounts for nearly 95% of revenues.

## RETURN ON INVESTMENT

- > Tealeaf identifies and resolves site problems each day, preventing the loss of hundreds of orders.
- > Tealeaf improved the value of web analytics reporting by eliminating a browser issue that skewed data.
- > Tealeaf helps improve customer conversion and satisfaction by uncovering unknown usability issues.

## A BETTER APPROACH

To address this challenge, wehkamp.nl turned to Tealeaf for an online customer experience management (CEM) solution that provides the reporting capabilities of a web analytics solution and affords the ability to drill-down into the qualitative insights of real customer behavior. Now, instead of hypothesizing about site trends, wehkamp.nl uses Tealeaf's unique replay ability (a page-by-page, browser-level recording of the actual customer experience) to quickly diagnose and fix the problems causing poor online experiences. With Tealeaf, wehkamp.nl is continually finding areas of their site to optimize with astounding business benefits.

Tealeaf has become a safety blanket for our online business. The technology is engrained across our enterprise, from ecommerce to development and customer service. Tealeaf helps ensure the most fulfilling browsing and buying experience for our customers.

Ewald Hoppen | Senior Web Analyst at wehkamp.nl

### **WIN 1 - TEALEAF INSIGHTS HELPED RESOLVE A PAYMENT ISSUE THAT IMPROVED CONVERSION RATES AND REDUCED CALL VOLUME TO THE CUSTOMER SERVICE TEAM**

#### **Problem**

wehkamp.nl provides multiple payment options to make it easier for customers to transact online. However, an application issue in the external payment system caused hundreds of orders to register without a return notification being sent to the company. As a result, funds were deducted from customers' accounts without the orders ever arriving. Frustrated, many customers called the contact center to complain but wehkamp.nl was unable to pinpoint the cause of the problem and could not remedy the issue.

#### **Solution**

Watching the replay of customer sessions in Tealeaf, wehkamp.nl identified a pattern that had gone unnoticed in other tools. Customers that had triggered the payment error had all checked out using the same external payment method. Based on this information, wehkamp.nl was able to implement a back-end fix that resolved the problem.

#### **Benefits**

With Tealeaf, wehkamp.nl was able to improve conversion and stem the flow of disgruntled customers that called the contact center. Furthermore, because Tealeaf captures all form field information, wehkamp.nl was able to identify products within customers' shopping baskets and recreate their orders without causing further inconveniences.

### **WIN 2 - TEALEAF IMPROVED THE VALUE OF WEB ANALYTICS REPORTING BY ELIMINATING A BROWSER ISSUE THAT SKEWED DATA**

#### **Problem**

wehkamp.nl noticed that its web analytics reports appeared inaccurate for customers that used Firefox browsers. Specifically, orders were not properly tracked for Firefox users and this caused a discrepancy between corporate records and online reports. As a result, marketing decisions based on this information were potentially problematic given the inaccuracy of the data.

#### **Solution**

Tealeaf helped wehkamp.nl resolve the reporting discrepancy via an analysis of the Firefox segment of customers. After grouping the customers and reviewing sessions, it was clear that a JavaScript issue had caused the reporting error. Because web analytics relies so heavily on JavaScript data capture, the error had caused significant issues. With the problem identified in Tealeaf, adjustments were made to the back-end system and web analytics reporting returned to normal.

#### **Benefits**

By increasing the accuracy of web analytics reporting to over 99%, wehkamp.nl was able to more effectively use the information to improve their marketing campaigns. In addition, triggers were established to alert the company of any similar threats in the future.

### **WIN 3 - TEALEAF ENABLES WEHKAMP.NL TO MONITOR AND RESOLVE SITE USABILITY ISSUES IN REAL-TIME**

#### **Problem**

Large ecommerce sites typically face more usability issues than their smaller counterparts. Numerous category, product and checkout pages provide a dynamic customer experience with many unique variables. Consequently, wehkamp.nl found it difficult to efficiently identify and resolve many unknown site issues.

#### **Solution**

With Tealeaf, wehkamp.nl is able to proactively monitor and react to site problems in real-time. From minor usability issues that degrade customer experiences over time (i.e. confusing error messages or misplaced form instructions) to significant issues that substantially impact conversion (e.g. checkout application failures). Tealeaf enables wehkamp.nl to leave no customer experience stone left unturned. In fact, wehkamp.nl was surprised by the sheer number of issues that had existed on the site prior to Tealeaf's implementation.

#### **Benefit**

wehkamp.nl is now able to turn unknown site issues into known commodities and resolve them more efficiently. The ability to maintain a large, dynamic site is now achievable with Tealeaf in place. Tealeaf helps wehkamp.nl bring awareness to problems that are 'in the margins' and improve customer conversion, satisfaction and retention.

### **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).