



Auto Trader optimizes their digital CX via real-time user feedback

100% NPS response goal met by targeting just 1% of website users

83% improvement in mobile NPS response targeting



THE CHALLENGE

Auto Trader is the UK and Ireland's largest digital automotive marketplace, with over 50 million cross-platform visits each month. Throughout 2020, they identified that the engagement with their NPS score surveys was low. Their mobile NPS survey was targeted to 30% of their audience but was only returning a 0.07% conversion rate. Adding to this issue, the NPS score would fluctuate month over month due to the targeting of other surveys on the site - surveys which were overly complex and led to the NPS survey competing for traffic. This led to a drop on response in October 2020 to 53.6% on the desktop NPS survey.

Digital customer experience is crucial to Auto Trader – so they knew they had to focus on overcoming hurdles to make the experience even better. Auto Trader sought to increase real-time visibility into the technical issues that were disrupting the customer journey. Their aim was to reduce the response time between an issue being reported and getting that information to development teams to seek a resolution. The team realised from the feedback they were receiving and the time it took to process that a better tool was needed to help deliver a first-class user experience.

To transform the digital customer experience and drive customer loyalty, Auto Trader needed a way to gain real-time insight into customers' technical site issues and automatically share them with the appropriate teams, speeding up resolution times and improving the customer experience.

Company
Auto Trader

Strategic goal

Optimize the core digital customer experience
Improve customer loyalty via fast response to customer-reported issues
Drive higher NPS response rates

Solution

GetFeedback

Success factor

Gaining real-time feedback within the customer journey
Establishing a rapid process to group, label and respond to issues
Targeting as few users as possible to reach NPS response goals

THE SOLUTION

A low-intrusion way to gather valuable customer feedback

Rob Chisholm, principal test analyst at Auto Trader, recognized that GetFeedback is an agile solution that would allow him to run a rapid proof of concept on real-time bug reporting. In just a few hours, Rob deployed GetFeedback's 'feedback' button on the Auto Trader site and saw immediate value. The first responses came rolling in within 5 minutes, and the first bug was reported in 25 minutes. The bug? Search selections were not carrying over from the homepage Quick Search to the Advanced Search form.

Rob also wanted to gain insight about the mobile search form, which Auto Trader had recently added to the desktop version of the site without applying any optimizations. With GetFeedback, he gathered 440 responses from customers within a couple of days. Customers stated that the page was too long, but also that they should not have to visit two pages to complete the search form. So, the web team collapsed the search form and made additional changes based on the broad set of customer feedback.

With GetFeedback now in use across their site, Auto Trader is capturing what users say across numerous pages. This is where GetFeedback's auto-labelling feature is helping Rob's team work even faster. GetFeedback filters, groups and labels the issues to make insights relevant and actionable. It then automatically routes them to the appropriate teams for review and resolution.

Today, using GetFeedback's 'open cookie' feature, Auto Trader can request an NPS score from a user and know to not ask that user a second time. "Optimized feedback timing means we are not pestering a user multiple times in the same journey," says Rob.

THE RESULTS

Rapid response lets 5,000 users do the work of 700,000

Today, GetFeedback helps Auto Trader gather high-quality insights from customers far more efficiently. Under this more targeted method, Auto Trader recently sought NPS feedback from just 5,000 users and received as many responses as they did when targeting 700,000 users with their old system. Similarly, Auto Trader is now able to target just 5% of mobile users versus 30% prior to using GetFeedback.



"GetFeedback's specific targeting options are a great way to gather insights efficiently without bothering all site users, but still obtain the high-value insights we need to continue improving the CX."

Rob Chisholm, principal test analyst at Auto Trader

Auto Trader has dramatically compressed the time gap to act on feedback that matters. As noted, GetFeedback automation speeds up the entire feedback collection-labelling-dissemination process. By making fixes fast, Rob's team has boosted the mood score and user experience on multiple pages.

Rob also notes the importance of additional information that gives context to customer feedback. His team appends custom parameters (e.g., browser OS information) to GetFeedback's URL data and page screenshots to rapidly discover problems on particular platforms. The grouping done by GetFeedback reveals the highest-volume problems, enabling teams to act faster on priority issues.

Finally, Auto Trader leverages GetFeedback's flexibility to research both B2C and B2B aspects of the business. This helps them to improve the experience of the retailers and optimize business models.

“We can filter a ton of information and know the percentage of users highlighting a few key issues. Getting that information to relevant teams quicker means faster resolutions and happier customers.”

Rob Chisholm, principal test analyst at Auto Trader