



How Holland & Barrett built a customer feedback “port of call”



THE CHALLENGE

Understanding a multitude of unique customer journeys

Holland & Barrett (H&B) is the U.K.’s largest health and wellness retail company. Whether it’s winter wellness, vegan products, or supplements, H&B provides a large array of customization options and packages for the products and experiences it offers. But all that personalization can be tough to manage—how do you ensure you’re providing every customer with the unique experience they need?

Michelle Hodgson, digital optimization manager at H&B, said the multifaceted nature of the company’s offerings, its digital presence, and the variety of customer personas its products attract make tracking individual customer journeys challenging. With a subscription service and loyalty program in the mix, there is no “model” customer experience for H&B to apply broadly. Hodgson noted that this means user paths in the sales experience must have room for continuous optimization based on customer needs. To make that a reality, Hodgson and her team needed a Voice of the Customer platform robust enough to provide visibility into multiple personas and customer journeys.

“GetFeedback had a large influence on the decisions regarding the vision, position, and launch of our Healthbox initiative.”

Michelle Hodgson, digital optimization manager at Holland & Barrett

Organization:
Holland & Barrett

Strategic goals:

- Track and optimize multiple user journeys
- Understand factors that prevent purchases and solve customer issues

Solution:
GetFeedback

Success factors:

- Increased conversion rates
- Higher sales of Healthbox subscription
- Swift bug identification and fix implementation

THE SOLUTION

Creating a customer feedback "port of call" to stay on course

When Hodgson and her team discovered GetFeedback, they knew its extensive filtering options, ability to scale, and detailed feedback collection capabilities were what H&B needed. The company implemented GetFeedback to capture customers' thoughts across multiple web entities and gather insight about H&B's online performance in general. GetFeedback is H&B's "port of call" each morning, serving as a hub for customer insights. H&B can swiftly address any issues that popped up overnight.

H&B deployed GetFeedback widgets on its website to gather real-time feedback. This valuable source of insights helps H&B discover bugs and UX issues that could prevent users from making a purchase. The in-page widgets are fully customizable and crafted to align with H&B's look and feel, and the marketing team uses them at multiple steps along the purchasing funnel to gather in-the-moment customer insights.

Every team at H&B uses customer insights to optimize and course-correct, making it critical to easily share collected feedback. With GetFeedback, key stakeholders across H&B receive automated reports that include customized information and role-specific action items.

THE RESULTS

Acting on feedback to turn skeptics into buyers and drastically increase conversions

GetFeedback serves as a guide to improve the customer experience, equipping every team at H&B with actionable data. Each team can see what improves—or negatively impacts—the customer journey. Using website widgets and omnichannel user surveys, H&B manages, tests, and iterates enhancements specific to individual buyer personas, ultimately creating stronger and more personalized purchasing experiences.

H&B's market research team also relies on customer feedback to inform the vision, positioning, and pricing of new products. For example, when launching Healthbox, a highly customizable subscription box, H&B ran a number of feedback campaigns to understand its customers' purchase evaluation process. H&B found that customers weren't purchasing because they doubted the nutritional value of the Healthbox. By adding nutritionist testimonials, H&B drastically increased conversions. H&B's digital team was able to identify and quickly solve a design flaw in the checkout process that customers perceived as a bug. H&B has also run surveys to understand the delivery options customers prefer, a key bit of information given that the company serves customers in 16 countries.