



# MULTINATIONAL RETAILER

— APPLAUSE CASE STUDY —

“ THE APPLAUSE USER JOURNEY RESEARCH HAS HELPED TO SET THE BASELINE OF THE ECOMMERCE USER EXPERIENCE. WE HAVE BEEN ABLE TO IDENTIFY USABILITY TRENDS AND ISSUES THAT ARE HELPING TO INFORM OUR PRODUCT ROADMAP.”

UX DIRECTOR

## CUSTOMER

Shoppers have high expectations for leading brands, whether they're making purchases in-store or online. Consumers trust that they'll be able to find what they want quickly, pay easily, and choose the most convenient fulfillment option. One of the world's largest retailers operates thousands of stores and multiple e-commerce websites around the world and strives to create a seamless experience for customers, whether they shop in-store or on one of the company's websites or mobile apps.

The company traditionally tested new in-store programs and offerings in one market to assess the customer experience, then incorporated feedback and adjusted before scaling to more locations.

## CHALLENGE

At the heart of e-commerce today is the goal of developing long-term shopper relationships. Brands are providing unique digital experiences to build trust and brand loyalty, and this organization is uniquely placed to continue to provide these experiences.

Before releasing an in-store mobile checkout app that would allow customers to scan items on their phone and pay at a kiosk, the retailer

### COMPANY

Multinational Retailer

### INDUSTRY

Retail

### TESTING TYPES

Functional | Payments | Customer Journey

### APP TYPES

Mobile App | Web

### CHALLENGES

- Finding reliable testers near certain store locations
- Ensuring the mobile payment system would function on all possible customer devices and operating system
- Identifying friction points in the customer journey and understanding the impact of UX changes

### RESULTS

- Successfully recruited in-store testers without additional overhead
- Ensured a new, groundbreaking payment process functioned properly across various devices and operating systems
- Ensured a new payment process functioned properly
- Validated that a new fulfillment option met users' expectations

needed to find reliable testers close enough to two different store locations to test the system on a variety of devices. The company had developed a detailed test case to evaluate the new checkout app and needed to find testers that would understand the testing requirements.

The organization also wanted to gain insight into the customer experience to help direct its product roadmap, especially as the company rolled out new delivery and fulfillment options. While the retailer had copious amounts of data on customer sentiment, it lacked insight into the specific causes. Traditional testing methods do not identify customer friction points, which are just as important as defects or bugs.

## SOLUTION

Applause identified community members that lived in close proximity to the stores where the retailer wanted to perform tests on the new mobile checkout app. Together, the retailer and Applause created a detailed yet efficient test case with a series of different items for each tester to scan using five different scanners on their respective iOS devices. Testers completed test cases to ensure the shopping and payment flow functioned as designed, documenting any issues so the company's development team could quickly correct problems before releasing the app.

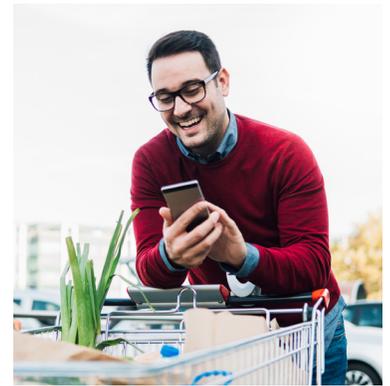
The company also worked with Applause to source testers who provided detailed feedback on all available customer journeys, including BOPIS, home delivery and other fulfillment options. Weekly journey reports call out specific causes of poor sentiment and recommend steps to improve points of friction. The retailer has a custom scoring model that is applied to each part of the customer journey to identify and track trends.

## RESULTS

Working with Applause enabled the retailer to successfully recruit in-store testers without additional overhead. In addition, the organization was able to collect objective and professional feedback on its new payment process and mobile checkout app, ensuring bugs and friction points were eliminated prior to launch.

Through the partnership with Applause, the retailer has reduced the number of critical issues reaching production by increasing device coverage and using both exploratory and scripted testing approaches.

During the pandemic, the retailer was able to test new delivery models and ensure they met customer expectations before rolling them out to a broader audience. Tester feedback on home delivery allowed the retailer to create



Weekly journey reports call out friction points and recommend steps to improve the customer journey.

the best possible customer experience by identifying and addressing parts of the process that users found difficult. The company was able to see how UX changes affected customers' perceptions of the overall shopping experience.

Ongoing customer journey testing helps the retailer ensure the best processes are in place for shoppers to find what they need. The “always-on” research allows the organization to catalog unique customer interactions that cannot be found in standard, task-focused, user-based research. In addition, continuous feedback gives the retailer insight into trends and changes over time.



## ABOUT APPLAUSE

Applause is the worldwide leader in enabling digital quality. Customers are no longer satisfied with digital experiences that are good enough; they demand the exceptional. The Applause Product Excellence Platform provides the world's leading brands with the comprehensive approach to digital quality needed to deliver uncommonly great digital experiences across the globe – with highly vetted testers available on demand, a complete and enterprise-class technology infrastructure, multi-point digital quality solutions and SaaS products, and expertise across industries and use cases. This harmonized approach drastically improves testing coverage, reduces costs and speeds time-to-market for websites, mobile apps, IoT and in-store experiences. Thousands of leading companies – including Ford, Google, Western Union and Dow Jones – rely on Applause as a best practice to deliver the exceptional products and digital experiences their customers love.

Learn more at: [www.applause.com](http://www.applause.com)