Putting UX at the Heart of your CX

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Putting UX at the heart of your CX
Overview

- Our research.
- Interviews and surveys help optimise Digital Product.
- UX link between all teams to improve CX.
- UX research influences brand direction.
- What's next for us.
Bringing quality sleep to the world, while bettering it too.

ECO SLEEP AUSTRALIA
UX

Customer service

Customers

Digital Product

Website Reviews

Google Analytics & Optimize

Marketing

DEV

Logistics

Procurement

Product

Contentsquare
UX translate the customer's insights into optimised product pages

Customers → UX

Digital Product → UX

Google Analytics & Optimize → UX

Contentsquare → UX
DIRECT CUSTOMER RESEARCH
OVER THE LAST 14 MONTHS:

• 2 Surveys, with 195 customers answering
• 2 Websites Exit survey
• 23 Customers were interviewed
• Monthly Customer Service report
What factors are important to you when making the decision to buy a product?

- Comparing other similar products
- Reviews
- What others say about the brand and the product
Product Reviews

OPPORTUNITY

Star ratings and reviews play an important role in customer decision-making. Showing them in the upper part of a product page will help customers decide to buy the product.
Product Reviews

Create a new tile on the product page.
Highlight the high satisfaction and 5-star score of the product.
We will measure the changes in customer engagement and conversation rates.
Product Reviews

RESULTS

**Attractiveness Rate** - Indicates if users are inclined to click on the zone once it is visible.

A higher percentage of customers interact with the new area.
Product Reviews

RESULTS
As a result, the conversion rate improved by 7%.

*Exposure Rate* - Indicates how far users are scrolling.

Higher numbers see the tile and continue scrolling down the page.
Competitive Analysis

OPPORTUNITY

We will help our customers with their research by creating a competitive analysis on the product page. By giving the customers the information they are looking for on the page, we will be able to increase new/first time customer conversion.

Comparing other similar products
Competitive Analysis

TEST 1

Create a section on the product page that will compare our Ecosa Pillow with our main competitors, showcasing the main difference categories.
Competitive Analysis

RESULTS FOR TEST 1

Pillow Product Page → Add to Cart → Checkout → Order Confirmation

28% increase in new customers converting when landing on the page
Competitive Analysis

In the first test, we had the key selling points and ticked yes/no for each competitor.

In the second test, we include a short description that customers can read.
We saw an uplift of 7% in conversion rate.

**Competitive Analysis**

**RESULTS FOR TEST 2**

Pillow Product Page → Add to Cart → Checkout → Order Confirmation

Combined the results of both tests – we saw uplift of **18%** in conversion rate.
Customer Testimonials

OPPORTUNITY

Testimonials give assurance to a customer that the product is what they are looking for. Showing a few of them in the upper part of the product page will help the customers make a decision.

What others say about the brand and the product
Customer Testimonials

TEST

We will create tiles with customers' quotes on the product page.

I'm so pleased with the Pure mattress. It's the most comfortable mattress I've owned. I struggle with back pain and usually need to sleep with a knee pillow for comfort but I have needed it less due to the support this mattress provides.

— Leanne K.
Verified Buyer

It's an excellent bed, have had multiple spinal surgeries and find it difficult to get comfortable and prone to waking in pain. I am glad I gave this one a try. Figured I couldn't go wrong with the trial period. Bed is firm but doesn't create pressure points.

— Emma S.
Verified Buyer

Upgrade from the original Ecosa mattress and topper to the new Pure mattress and it's different but more supportive. I don't wake up with aching shoulders from sleeping on my side anymore.

— Elsie K.
Verified Buyer
Customer Testimonials

RESULTS

This test lost, and the Original design won.

*Attractiveness Rate - Indicates if users are inclined to click on the zone once it visible.
Customer Testimonials

NEXT STEPS

We have another new design currently being tested.
UX link between the customer service, Procurement and Product teams to improve CX
Mattress Measurements

OPPORTUNITY

November 21 – 3.9% of the pre-purchase calls to customer service were about the Ecosa Mattress Measurements.
Mattress Measurements

OPPORTUNITY

November 21 - 3.9% of the pre-purchase calls to customer service were about the Ecosa Mattress Measurements.
# Mattress Measurements

**TEST**

April 22 - 2.1% of the pre-purchase calls to customer service were about the Ecosa Mattress Measurements.

<table>
<thead>
<tr>
<th>Construction &amp; Matrials</th>
<th>Measurements &amp; Dimensions</th>
<th>Warranty</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 3-Layer foam construction</td>
<td>Single: 92cm X 188cm X 5cm</td>
<td>4-hour delivery</td>
</tr>
<tr>
<td>• High-density G-7 memory foam</td>
<td>6.1 kg</td>
<td>15-year limited warranty.</td>
</tr>
<tr>
<td>• Bouncy open-cell foam</td>
<td>Long Single: 92cm X 203cm X 5cm</td>
<td></td>
</tr>
<tr>
<td>• G-7 Memory Foam layer: medium</td>
<td>6.5 kg</td>
<td></td>
</tr>
<tr>
<td>• ECO-Tex Foam Layer: medium-firm</td>
<td>King: 183cm X 203cm X 5cm</td>
<td></td>
</tr>
<tr>
<td>• Ergonomic HD Breathable Support layer: firm</td>
<td>11.3 kg</td>
<td></td>
</tr>
<tr>
<td>• Ergonomic support foam</td>
<td>Super King: 203cm X 203cm X 5cm</td>
<td></td>
</tr>
<tr>
<td>• German micro-filament waterproof protector</td>
<td>12.3 kg</td>
<td></td>
</tr>
<tr>
<td>• 40% Tencel + 60% Premium poly cover with zipper</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Certifications**

- **Foams:** CertiPUR-US Certified.
- **Washable cover:** STANDARD 100 by OEKO-TEX®
Mattress Measurements

REDESIGN

March 23 - 1.32% of the pre-purchase calls to customer service were about the Ecosa Mattress Measurements.

Location of new drop-down product information area
Mattress Measurements

RESULTS

6% of customers who visited this page clicked to see the measurement information.

*Click rate* - The percentage of sessions with a click on the zone from all sessions matching the analysis context selected.
Mattress Measurements

RESULTS

The **pre-purchase calls** to customer service about the Ecosa Mattress Measurements **reduced from 3.9% to 1.32%**.

And the conversion rate improve by **8%**.
Product Summary Highlight

OPPORTUNITY

Help customers find the most important information about the product without needing to scroll the whole page.

Working with the Product and Procurement team to understand what are the unique features and benefits of each product to highlight.
Product Summary Highlight

OPPORTUNITY

Help customers to find the most important information about the product without needing to scroll the whole page.

Working with the Product and Procurement teams, looking to highlight each product – understand what will be the unique points.

Looking at Contentsquare to identify which areas are most interesting to our customers.

*Exposure Rate* - Indicate how far users are scrolling.

*Attractiveness Rate* - Indicate if users are inclined to click on the zone once it visible.
Product Summary Highlight

TEST

We created a 'Best For' section at the top of the product page, highlighting the key selling points of the product.

Best for:
- **2-minute switch from sofa to bed** – yes, it's that easy!
- **Stylish comfort with premium cushioning foam** and a versatile modern design.
- **Durability**, thanks to our hard-wearing, high-quality OceanCycled™ fabric.
Product Summary Highlight

RESULTS

Version 1 won with an uplift of **16%** in conversion rate.

*Exposure Time* - Average time at least half of the zone is visible on the screen. This metric indicates how long each zone is visible for.
Help Procurement and Product teams to communicate changes to customers
Product Updates

OPPORTUNITY

Helping the Procurement team to upgrade or change the product without pressure.

As the level of stock could vary in each state, we needed to find solutions to explain to the customers why the product they received was not exactly like the product on the website.

"The solution is not always digital"
Product Updates

OPPORTUNITY

ECOSA MATTRESS
OLD LAYERS

ECOSA MATTRESS
NEW LAYERS

Same mattress – different foam colours
CONGRATULATIONS on your new Ecosa Mattress

Your Ecosa Mattress will bring you a whole new sleeping experience. Wake up to blissful mornings, free from stress and body pain. With a perfect night’s sleep, there’s just no better way to kickstart your day.

What’s Inside

1. Removable Cover
   - Wash the top panel of your mattress as needed with cold water and mild soap.

2. Latex-Like Memory Foam
   - This unique foam hugs you firmly. Delivers the back support you need, and the bounce you love.

3. High Quality Transition Foam
   - The dense, low-memory foam works to keep your spine aligned and steady throughout the night.

4. Ergonomic Support Foam
   - This ergonomic foam keeps the edges turned on, keeping your spine aligned and steady throughout the night.

Adjustable Firmness

3 Simple Steps to Adjust the Firmness

1. Zip-off the soft-touch top panel. The zipper is located between the top and side panels, along the side of the mattress.

2. Reconfigure the layers to suit your required level of firmness.

Medium

Medium-Firm

Firm

3. After adjusting to your preferred firmness, zip the soft-touch cover back up.
Product Updates

COMMUNICATION

Upgrading the product results in a slightly different fabric feeling and a silkier look.
UX research influences brand direction
Customer Personas

**HEALTH CONSCIOUS**
A customer that may have back or neck problems and wants to improve the quality of their sleep

**LIFESTYLE UPGRADE**
A customer that is looking for something new to upgrade their bedroom
Customer Personas

HEALTH CONSCIOUS
A customer that may have back or neck problems and wants to improve the quality of their sleep

Product research, Fit their needs, Competitive analysis, Reviews, Trial period

LIFESTYLE UPGRADE
A customer that is looking for something new to upgrade their bedroom

The style matches what I am looking for
The size fits the space that I have
The price fits my budget
Product Page Redesign

COMMUNICATION

The Ecosa Mattress Product Page for our Health persona compared with The Sierra Bed Frame Product Page for our Lifestyle persona.
Product Page Redesign

**Old Layout**

Full-screen images, customers need to click to move from image to image.

**New Layout**

Series of 5 images in two sizes, giving us more flexibility to highlight different angles of the product.
Product Page Redesign

IMAGE LAYOUT

EXISTING IMAGES

- no variety in imagery
- no close up details

NEW IMAGES

- show the details
- feature talent
- colour consistency
- both video & image format

- no close up details
Product Page Redesign

IMAGE LAYOUT RISE BED FRAME

EXISTING IMAGES

- No lifestyle imagery
- No close up details

NEW IMAGES

- Lifestyle imagery
- Show the details
- Feature talent
- Both video & image format
Bed Builder Experience

NEW USER JOURNEY

With our more recent discovery of the 'Lifestyle' persona we are testing a new user journey where customers can be inspired to create their own bedroom looks.
Bed Builder Experience

USER TESTING

User testing was a big part of the design to ensure customers not only can use/understand each step but also enjoy interacting with this area.
Bed Builder Experience

USER TESTING

"I want to see all options displayed so that I can easily switch between colours"

"If I'm in the market for a new bed, this would be a more enjoyable shopping experience"
Bed Builder Experience

INITIAL RESULTS

Initial results shows customers interacting with the bed builder.

"Feels personalised"

"I'd love to add other products such as the Ecosa Pillow or bedside tables"

Click rate shows a high percentage of customers interacting with the Bed Builder.

*Click rate - The percentage of sessions with a click on the zone from all sessions matching the analysis context selected.
Summary

- Talk with everyone.
- Break up the customer journey to every touchpoint with your brand.
- Test again and again until you find the right solution.
- The customer journey extends outside of digital.
- Good design doesn't always mean great UX - that’s why we test.
- Use different research methods and Contentsquare to support your results.
Thank You