CX Circle
by Contentsquare

Driving Experimentation and Delighting Customers.

sky   **Kingfisher**   **Optimizely**
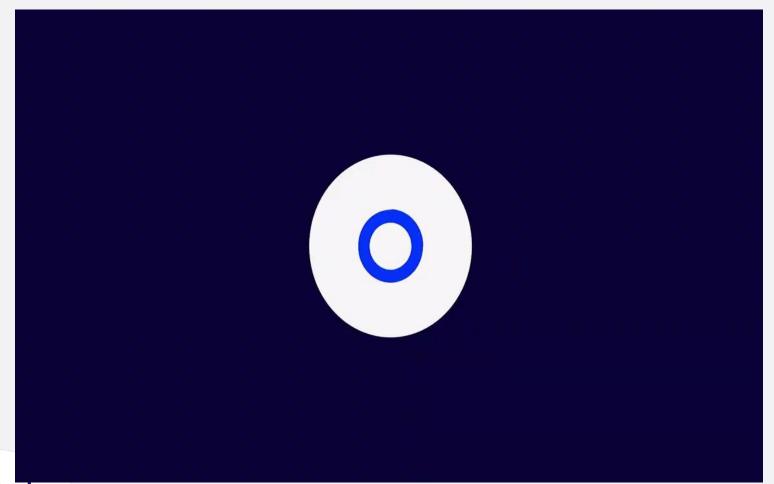
We'll be starting shortly at 15:15 BST!

Driving Experimentation:

Ensuring you Delighting Customers Across the Entire Customer Journey

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Optimizely

Speaking Today

Simon Chapman
Director, Solutions
Architecture and
Enablement

Optimizely

Fiona Shaughnessy
Customer Journey
Insight Lead

Kingfisher

Marcello Pasqualucci
Head of
Experimentation

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What kinds of strategies are you using for retargeting people to get them to come back to the journey on your site/app?

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You've mentioned to me before that you're mixing together lots of different datasets. How are you going about doing this and do you have any recommendations?

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There's a great difference in how organisations run micro vs major experiments. From your experience, how big should the experiment be? What are the things people should be careful of?

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Do you test multiple ideas at the same time?

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Do you test multiple ideas at the same time? How do you determine success?

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What kinds of things do you look for in website performance? E.g. rage clicks, speed, errors.

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How long should you run an
experiment for, in your opinion?

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How long should you run an experiment for, in your opinion? Is there a right or a wrong answer to this question?

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Over to the audience...

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Thank you