



IMPROVING FORM COMPLETION ON DESKTOP

THE CHALLENGE

One of our insurance clients was looking to improve form completion on their desktop site.

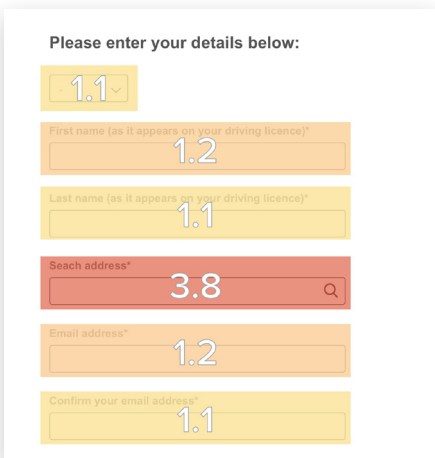
Using traditional analytics, they discovered a significant number of visitors were dropping off when asked to enter their personal details, but they were unable to see why. Session replay tools had given them a limited insight into in-page behaviour, but they didn't have the resource necessary to scale that insight.

THE SOLUTION

Using ContentSquare, the brand were able to segment visitors, comparing those who completed a form with those who didn't. The brand then used ContentSquares' 'zoning' tool to see how each segment interacted with the form, using UX metrics like hover rate, hesitation and click recurrence.

They discovered non-completers were clicking on the address field several times (indicating a frustrating experience), whereas form completers clicked on the field just once.

Using ContentSquare to view only session replays which displayed this behaviour, the brand could see a validation error being thrown on the page, indicating users were not providing their postcode for the address search function.



'Zoning' tool showing average click rate


BEFORE

Please enter your details below:

Ms


First name (as it appears on your driving licence)*

Last name (as it appears on your driving licence)*

 Sorry, you can only search by postcode.
Please check and try again

Search address*

Email address*



Session replay following non-completer behaviour (information is anonymised)

AFTER


Please enter your details below:

Ms

First name (as it appears on your driving licence)*

Last name (as it appears on your driving licence)*

Search address (using your postcode)*



+8%
increase in
completion rate

THE RESULT

This insight led the brand to make a small design tweak - adding some faded text inside the box to make it clear that users could only search their address by using their postcode.

This small change significantly reduced the exit rate at this step, boosting the overall form completion rate by 8%.

To find out more contact
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or visit www.contentsquare.com.

ABOUT CONTENTSQUARE

ContentSquare visually surfaces user journeys enabling leading retailers to understand why customers are leaving their site as well as measure the revenue and behavioural contribution of any 'block' of content. We help you understand your golden or broken customer journeys and feed actionable insights to test hypothesis and recognise why tests are winning or inconclusive.

We work with over 200 customers including **Credit Mutuel, Generali, Maif** and **Younited Credit**, helping them transform their user experience.