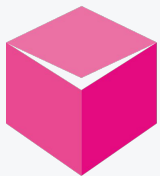




# The Voice: Leveraging Data to Empower Sentiment



THE  
VERY  
GROUP



**Paul Hornby**  
Director of Customer  
Experience  
**The Very Group**



**Nicole Kivel**  
VP - Strategic EMEA  
- Retail  
**BazaarVoice**





THE  
VERY  
GROUP

**bazaarvoice™**

# The Voice: Leveraging Data to Empower consumer Sentiment

May 5, 2022  
Nicole Kivel, VP EMEA Retail Bazaarvoice  
Paul Hornby, Digital Customer Experience Director, The Very Group

**How important is the  
voice of the customer?**

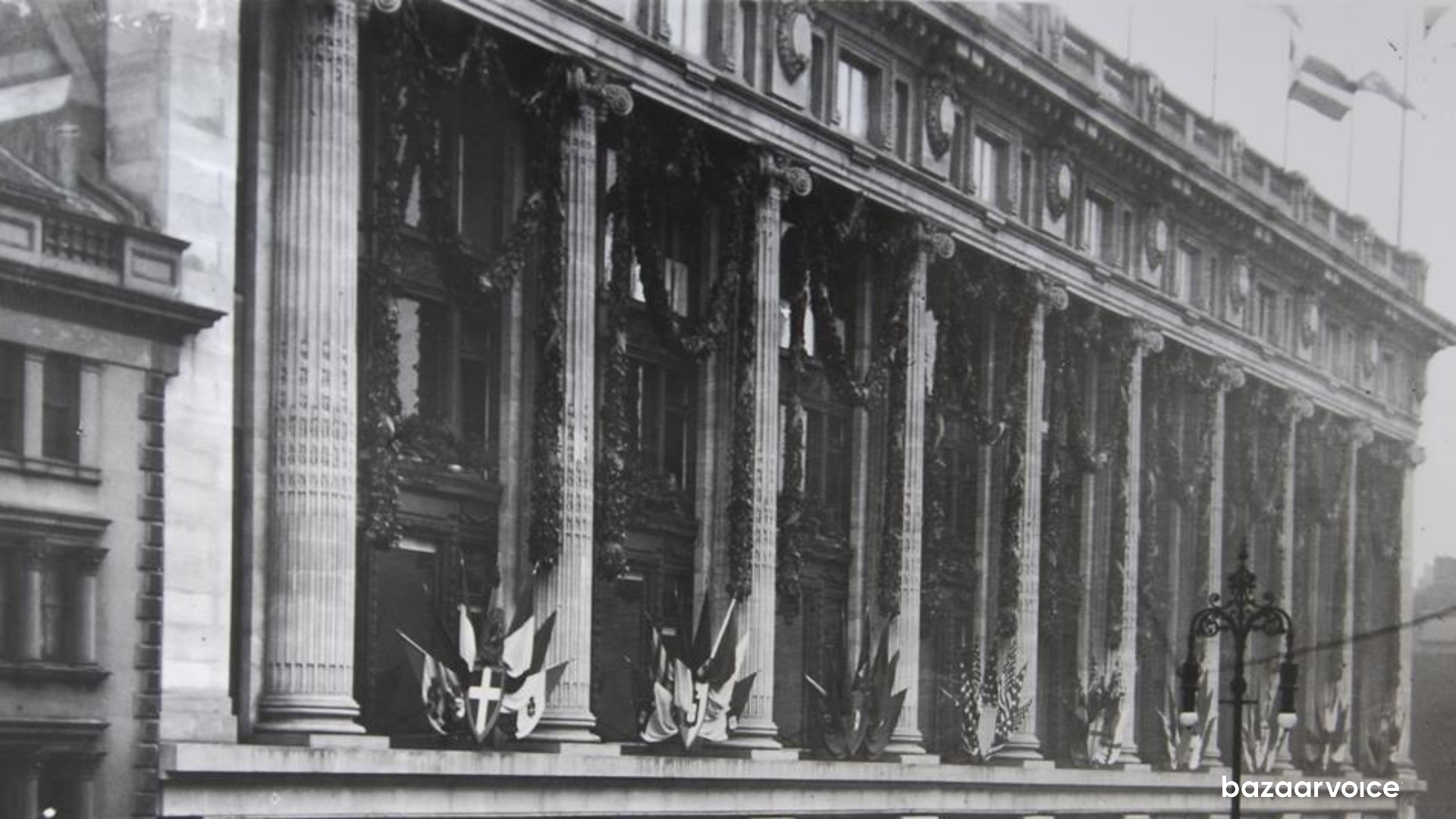


Your brand is  
no longer yours



A brand is no longer what we tell the consumer it is. It is what consumers tell each other it is.

Scott Cook, Co-founder  
**INTUIT**





# Hamleys





# BIG

# DATA

# ANALYTICS

# TECHNOLOGIES

# STORAGE

USE  
ONE SINCE  
SOFTWARE

REQUIRING  
UBIQUITOUS  
BUSINESS MOVING

SAN  
PARALLEL  
TOLERABLE

SIZE NEEDED  
QUALITIES

PETABYTES  
INTERNET  
LOGS

USED DISTRIBUTED  
MANAGEMENT  
CAPTURE  
MANAGE  
GROW

SOCIAL  
LARGE  
DEFINING  
STORE  
CASE

EVERY  
LARGER

EXAMPLES  
APPLIED  
CURRENT  
THOUGHT

WORKING

USING TYPES

GARTNER MASSIVELY

BIOLOGICAL

HUNDREDS

PERFORMANCE

RELATED

DISK

TIME

SYSTEMS

NETWORKS

INFORMATION

RECORDS

COST CONTINUES

COMPLEX

INDEXING

DIFFICULTY

TARGET

ABILITY

SETS

ARCHIVES

DESKTOP

CURRENTLY

FC

TENS

CAPACITY

FORMS

PRESENTATIONS

PRACTITIONERS

NOW

COMPUTING TOOLS

WITHIN PROCESS

DEFINITION

SEARCH

RECONSIDER

OPPORTUNITIES

GENOMICS

SET

ZETTABYTES

SHARED

COMBAT

SIGNIFICANT

INCLUDE

BIOGEOCHEMICAL

CONNECTOMICS

CITATION

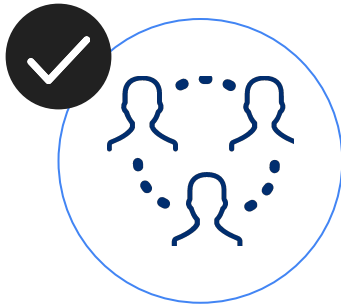
GENERATED

ARCHIVES

#1

Continuous

feedback loop



#2

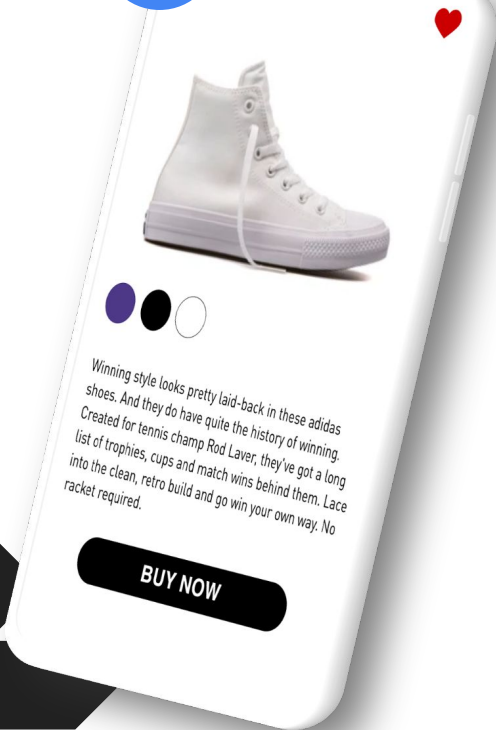
# Content-driven commerce



Confidence

Inspiration

Discovery



# From *products with content* - to *content with products*

2000s

**Ratings & Reviews**

Fast sneakers ★★★★★

Fly flip flops ★★★★★

Pump-it-ups ★★★★★

★★★★★  
**Very good shoes!**  
I would definitely recommend these shoes to anyone who is looking to buy stylish and comfy shoes. The value for the money is also good because they last a long time and can be wiped clean easily if they get dirty.  
Reviewed by Fiona 6 hours ago

★★★★★  
**Amazing product**  
I'm really glad I bought these as usually I don't buy the suede shoes but these are truly for me. I think these are good for all occasions and go with nearly anything. I recommend these trainers to everyone! LOVE IT!  
Reviewed by Teda 2 weeks ago

2010s

Top items in 'women's shoes'

Fast sneakers  
★★★★☆  
4.4 | (1,209)

★★★★★  
**Great for road running!**  
Twila • 4 days ago  
My routine is to run 6 miles every day, and these have held up for almost a year now. Great stability, cushion, and ventilation.

2020s

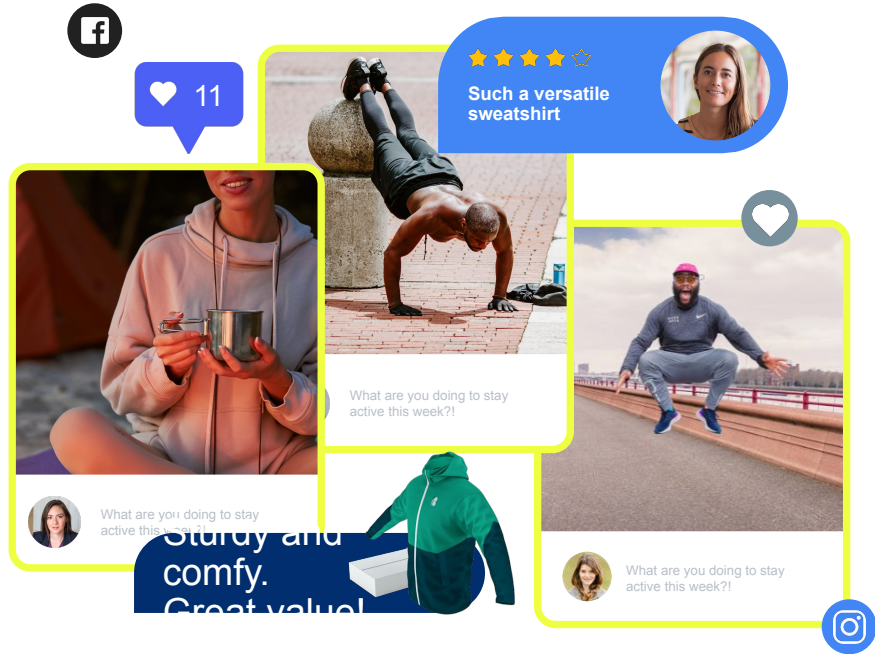
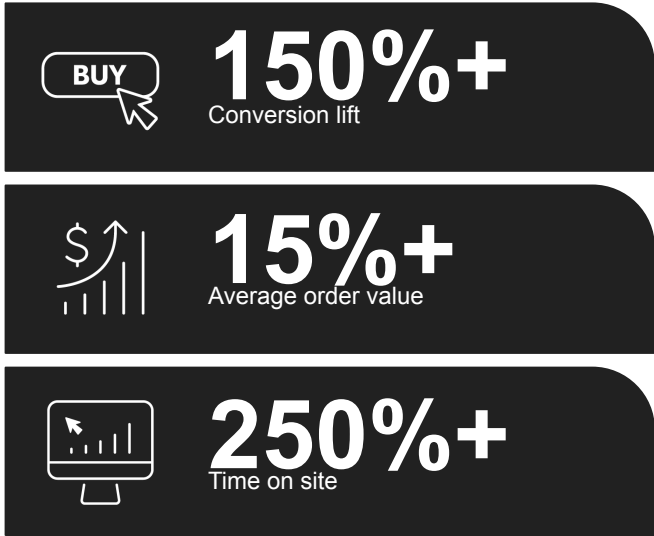
@little\_lizzie

Fast sneakers  
★★★★☆  
4.4 | (1,209)

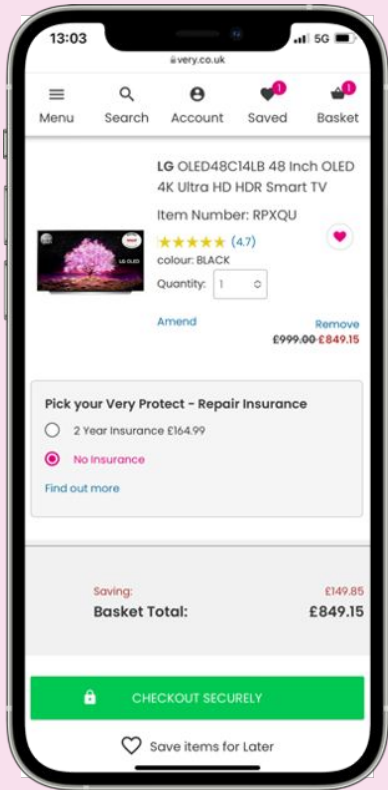
**SHOP NOW**

♥ First race of the new year!

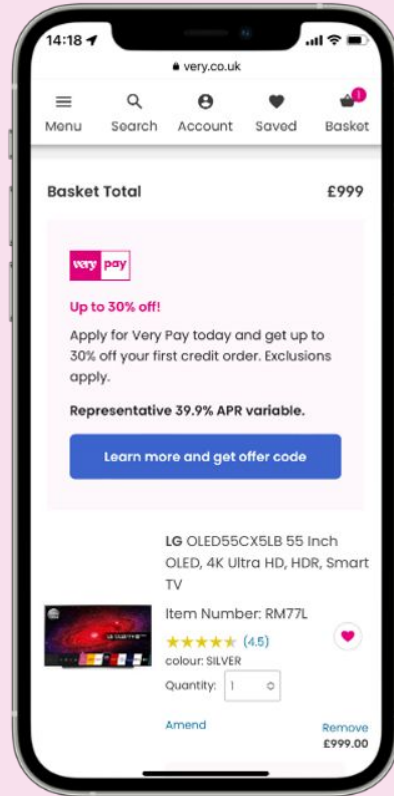
# Inspiration from Social brings value



NOVEMBER  
the 11th  
UK



**A – No First Order Discount in basket for new customers**



**B – First Order Discount banner in basket for new customers**

# Encouraging new customer recruitment

## Challenge

How might we encourage new customers to open an account and place their first order VeryPay?

## Outcome - WINNER

We observed a **+4% increase** in new customers using VeryPay on mobile and a **+7.6% increase** in new customers using VeryPay on desktop.



13:04 @very.co.uk

very Norton SECURED powered by Symantec

Sign in / Register

### New customer details

**Name**

Title ▾

First name Last name

**Date of birth**

Your date of birth is used to keep your account secure.

Day ▾ Month ▾ Year ▾

**Contact**

Mobile phone number

Email address

**Password**

Must have at least 8 characters

**A – No mini-basket included within the Registration flow**

very Norton SECURED powered by Symantec

Your basket total is: £69.00

Sign in / Register

### New customer details

**Name**

Title ▾

First name Last name

**Date of birth**

Your date of birth is used to keep your account secure.

Day ▾ Month ▾ Year ▾

**Contact**

Mobile phone number

Email address

**Password**

Must have between 8 and 40 characters

Must have at least one lower case letter

Must have at least one upper case letter

**B – Mini-basket included within the registration flow**

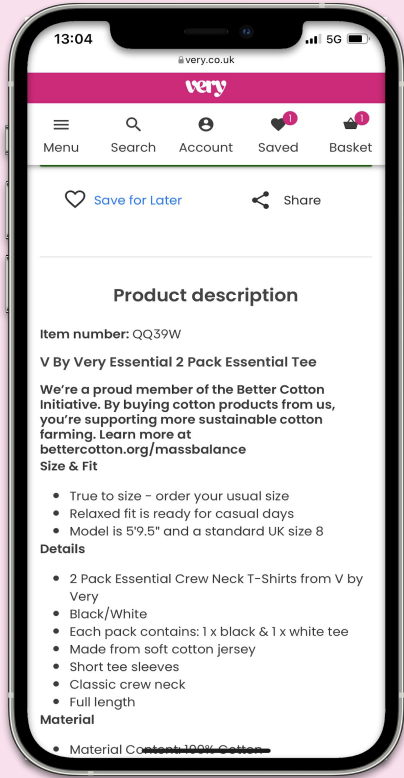
# Encouraging new customer recruitment

## Challenge

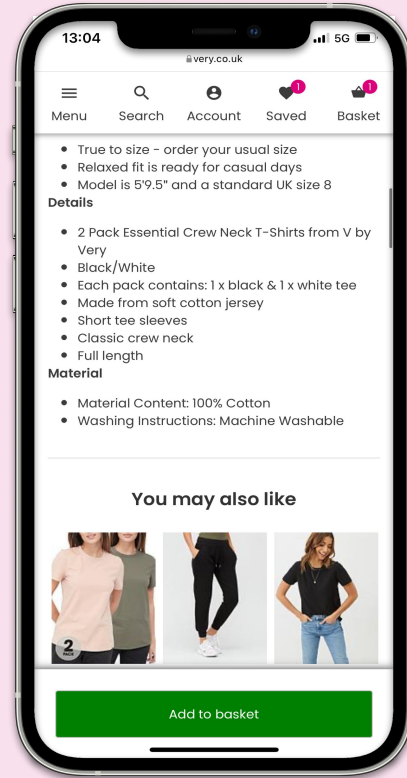
How might we increase the number of customers who progress to account registration complete without dropping out.

## Outcome - **INCONCLUSIVE**

No impact in registration completion for the group who saw the basket message versus the group who did not see it.



**A – Fixed add to basket button**



**B – Persistent add to basket button that stays in the viewport**

# Giving customers confidence to buy

## Challenge

How might we remove friction from the product page to reduce exit rate and encourage customers to add products to their basket?

## Outcome - WINNER

We observed a significant **0.7% increase** in add to basket rate and a visit **conversion rate of +1%** compared to the control group.

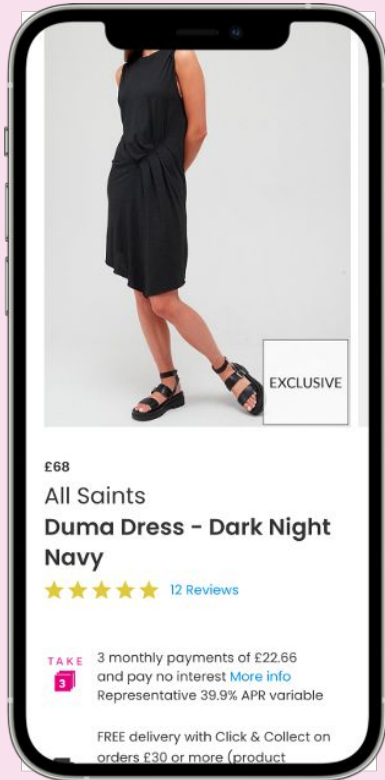
# Giving customers confidence to buy

## Challenge

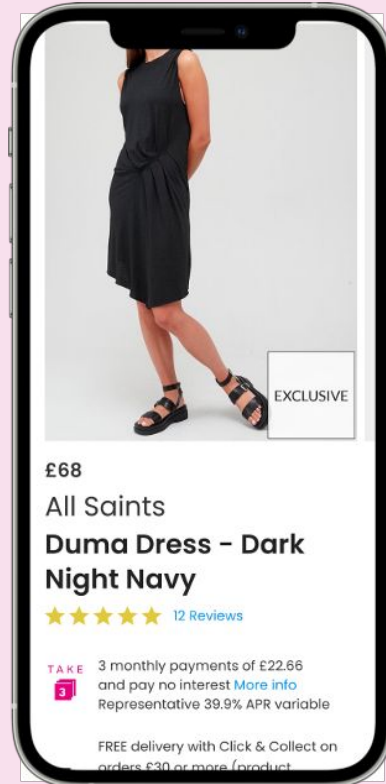
How might we align our product page components to our new design system guidelines without impacting customers behaviour?

## Outcome - **FAILED**

This experiment was fast-failed after 7 days due to a significant negative impact on demand. **Overall demand was down by -£84k** for existing customers. No impact on new customers



**A – price and product title untouched**



**B – Slight increase in product price and title**

# Providing a frictionless checkout journey

## Challenge

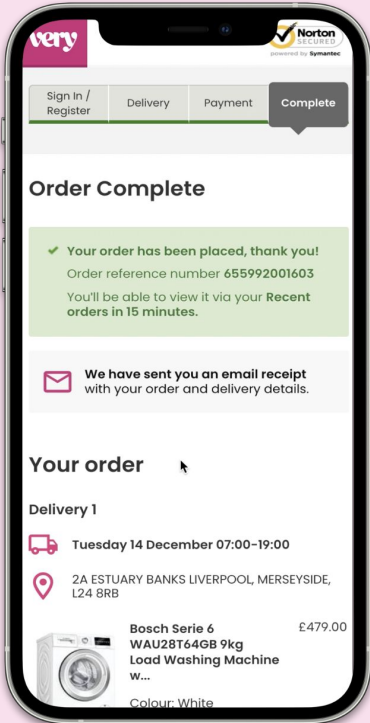
How might we make improvements to the checkout experience to reduce the number of two-person delivery cancellations?

## Outcome - FAILED

We observed a **20% increase in same day cancellation** during the test period.

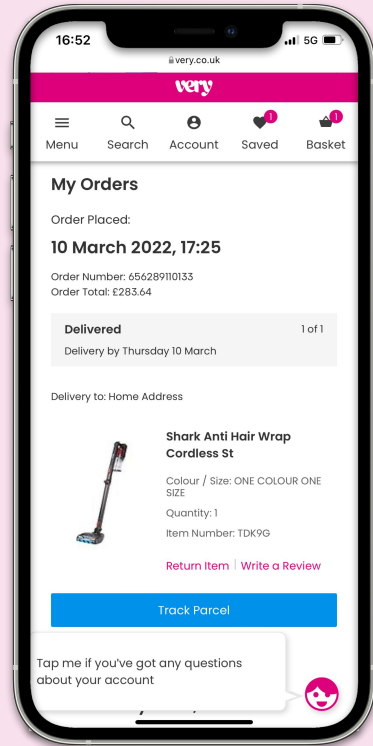


A – Simple order confirmation message with order number

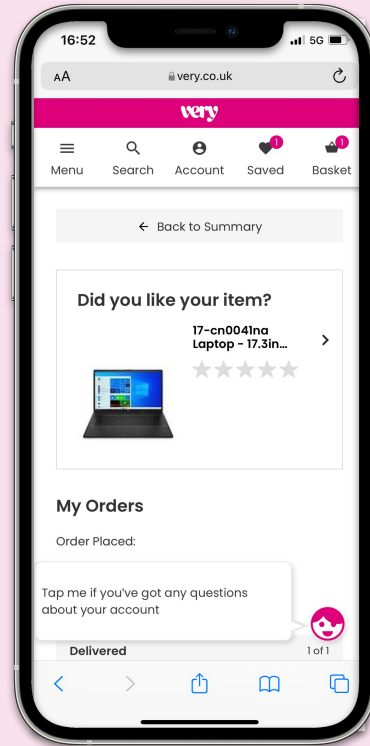


B – Detail of order including the expected delivery date.

# Creating a transparent and trustworthy account experience



**A – No reviews boost on account summary**



**B – Review boost at the top of the orders page**

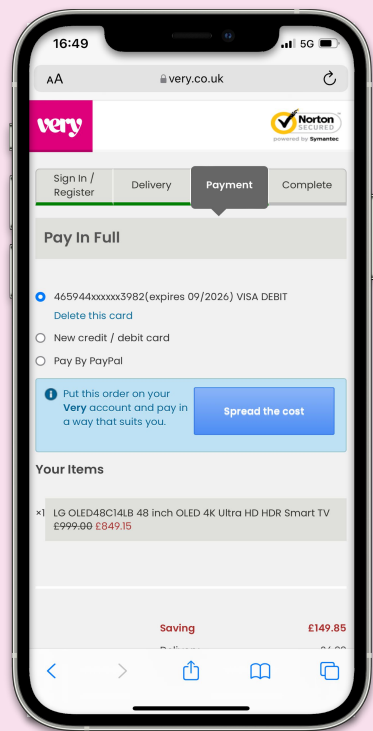
## Challenge

How might we encourage more customers to write a product review on the items they buy?

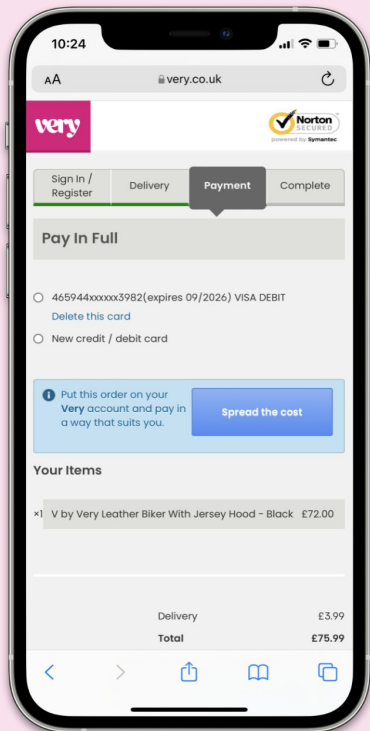
## Outcome - **WINNER**

We observed review submission **triple in the first 7 days vs the control** group and more positive reviews were submitted by the challenger group.

# Providing a frictionless checkout journey



A – PayPal as a payment option



B – PayPal removed as a payment option

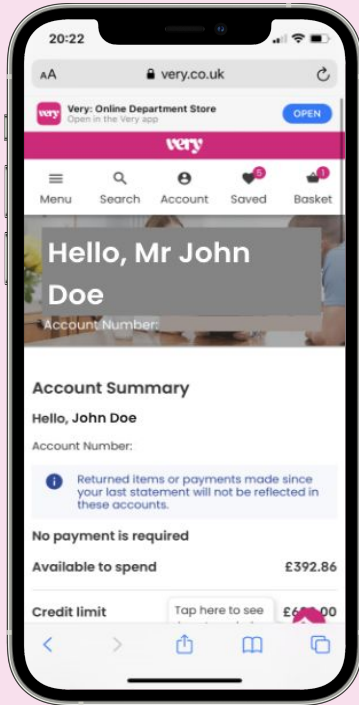
## Challenge

How might we understand the incrementality of PayPal and what impact it has on how customers shop?

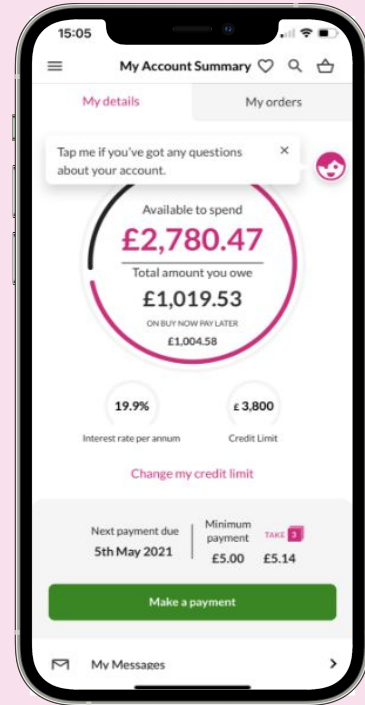
## Outcome - FAILED

We observed a **-10.3% decrease** in visitor conversion and a **-9.6% decrease** in demand per visitor on mobile web.

# Creating a transparent and trustworthy account experience



A – Original account summary layout



B – Visual account summary with a credit dial indicating spend and available balance

## Challenge

How might we give customers a better understand about their payment and balance information?

## Outcome - FAILED

We observed a **decrease in progression to payment of -2.4%** and a slight increase in contact rates.

## Tie breaker!

As of the start of April 2022, how many reviews did we have on Very.co.uk?

**5,432,315**





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**Three actions for you to do tomorrow.**



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**Thanks for listening!**