



## Contentsquare Summer Camp

Digital Journeys People Want To Go On

with Paloma Garcia de Letona Ysita and Olivia Urriolagoitia,  
Walmart



### Tips for a seamless customer experience:

#### Key Takeaways

**“Omnichannel customers tend to purchase more and have a higher basket size than other customers.”**



Walmart

#### Accelerate & pivot



*With the pandemic, we had to accelerate certain plans. We released a new service — grocery home delivery. In the past, members could buy grocery and products on the site but they had to pick up in store. We released the new service to help customers get their items within the comfort of their house. We were initially going to release it to 60 stores, but today we are in 117 stores. It helped it become a reality — made us take a step we wouldn't normally have been able to that fast. The entire company was on board. Customers are liking the new service too.*

#### Go with the flow



*We put ourselves in the place of the customer to address their pain points. Thinking about how people were actually using the site helped us improve the user flow. We noticed people were looking at the search bar; they were not navigating using the taxonomy. When we changed the layout, the bounce rate went down, session time was higher and revenue went up.*

#### Secret sauce to digital agility



*We plan in advance and anticipate changes with our merchandising team, operations teams, stores, etc. Everyone is involved. It gives us the ability to shift and adapt. We don't make a decision based on just one part of the business. We make it as a whole — everyone is involved and shares their POV. We approach decisions as a business, not just as an eCommerce business.*

#### Digital transformation = people transformation



*When it comes to being more agile, there is no change without people. People are your biggest asset to making change happen. For us, this means quick interactions, quick problem-solving — we don't iterate on problems for a long time.*

