



# The Essential Website Experience Playbook

**10 WAYS TO CAPTURE WEB FEEDBACK AND  
DRIVE CONVERSION & LOYALTY**



qualtrics<sup>SM</sup>

# Table of Contents

◦ Introduction	1
◦ Feedback Link	2
◦ Site Exit Surveys	3
◦ Help Surveys	4
◦ Page-Level Feedback Surveys	5
◦ Post-Transaction Surveys	6
◦ Form Abandonment Surveys	7
◦ Profile Building	8
◦ Market Research Surveys	9
◦ Usability Testing	10
◦ Panel Recruitment	11



# Introduction

If you're a digital business leader, you've likely asked yourself these questions:

1. How can I better understand why visitors behave a certain way on my site, or why they're there?
2. How do I drive greater conversion and loyalty?

In an increasingly digital world, gaining a comprehensive understanding of visitor behavior and providing targeted experiences can mean the difference between engaged customers and lost business. Best-in-class digital teams understand how to capture feedback from site visitors at key touch points and then use those insights to drive conversion and loyalty.

In this guide, we'll explore ten ways to capture visitor feedback and improve your digital experience through targeting.



# Feedback Link

**Site visitors** who feel like they are being heard are more likely to become loyal customers. Their feedback can yield the critical insights you need to adjust specific experiences, or to add valuable features and service options.

68% of visitors leave your site because they believe you are indifferent to them.

-EELAN MEDIA



Site visitors should feel like they can provide feedback at any point in the customer experience. A feedback link allows them to weigh in via an easy-to-recognize tab that's present at the bottom or side of every page.

An effective link allows visitors to submit their feedback immediately and easily. Visitors should not have to filter through 10–30 multiple choice questions before they get an opportunity to weigh in on what they really care about. In addition to not inconveniencing your visitors, limiting your surveys to just a few filter questions allows you to offer immediate solutions that can increase conversion. For example, the sooner you find out that a customer needs help finding a particular product or piece of content, the sooner you can offer to connect them with a representative for specific help. If an immediate solution isn't appropriate in the survey flow, the best "next step" is to simply give visitors an open form to express themselves.

## How do I measure success?

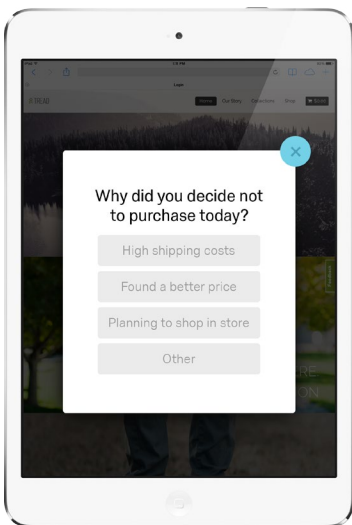
- Completion rate (number of completed surveys / number of initiated surveys)
- Converted business (dollar value of business that resulted from solutions offered during the survey)
- NPS® (Net Promoter Score for site visitors)

# Site Exit

**Here's a startling statistic:** 90 percent to 97 percent of visitors leave your site without becoming customers, providing contact information, or otherwise fulfilling the purpose of your site. Research suggests that for some industries, such as retail, the majority of that traffic is entirely recoverable. The first and most critical step is to understand what inhibited individual customers from converting in the first place.

70% of buying experiences are based on how the customer feels they are being treated.

-MCKINSEY & COMPANY



This is where site exit surveys can be extremely useful. Site exit surveys are typically triggered by a behavioral event that suggests the visitor has left the page or site entirely. Effective exit surveys get straight to the questions you care about. For example, a good first question may be as simple as “Were you able to make a purchase today?” If the answer is “no,” then the second question may be “What was the primary reason you decided not to purchase today?”

Let's assume one answer choice is “Shipping costs are too high.” Best-in-class site exit surveys may offer visitors who select this answer some sort of promotion, like a free shipping coupon, within the survey flow itself. Earning conversion through this method provides pure incremental revenue, because these are sales that likely wouldn't have happened otherwise. Non-ecommerce sites can utilize a similar approach to understand what visitors thought of their experiences and to provide options to drive greater engagement.

## How do I measure success?

- Site conversion (percentage of visitors who complete the objective of the site)
- Converted business (dollar value of business that resulted from solutions offered during the survey)

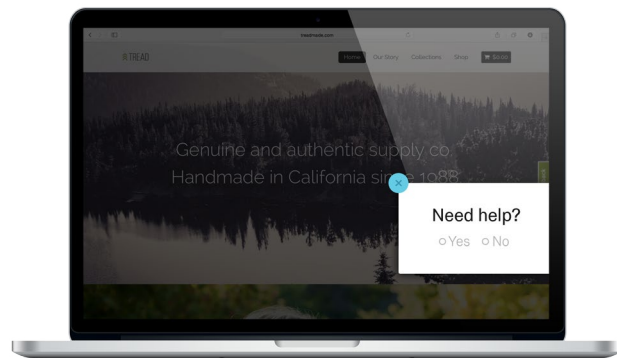
# Help Surveys

**Another way** to reduce premature site exit is to engage visitors with an offer to help at the moment their behavior suggests they may be likely to leave your site. This is the equivalent of asking someone who looks lost, “Are you finding what you need?”

83% of consumers require some degree of customer support while making an online purchase.

-eCONSULTANCY

Effective help surveys are discreet and mimic the flow of an actual conversation. For example, assuming a visitor indicates they do need help, a second question may ask what kind of help is needed and offer to engage the user in a chat session that is pre-populated with the information they provided. In this manner, help surveys can capture critical information regarding individual experiences and drive actual conversion.



## How do I measure success?

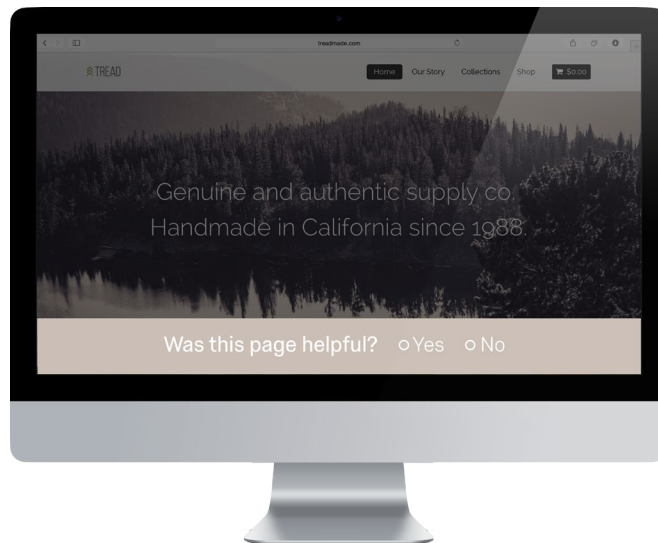
- Site conversion (percentage of visitors who complete the objective of the site)
- Converted business (dollar value of business that resulted from solutions offered during the survey)
- NPS® (Net Promoter Score for site visitors)

# Page-Level Feedback Surveys

**Page-level feedback** surveys allow you to understand what prevents visitors from completing a process on a page. They also allow you to find out what information your page may be lacking. For example, you may ask, “Was this page helpful” or, “What content was lacking on this page?” This survey can be incorporated directly and easily into the code so that it appears as a seamless part of your page.

70% of customers will do business with you again if you resolve their complaints.

-RUBY NEWELL



## How do I measure success?

- Page conversion (percentage of visitors who complete the objective of the page)
- Response rate (percentage of page visitors who give feedback)
- Feedback score (number of negative reviews subtracted from the number of positive reviews)

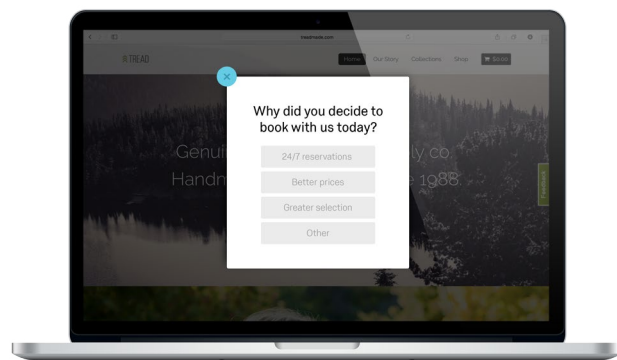
# Post-Transaction Surveys

**A post-transaction** survey allows your customers to tell you exactly what you can do to improve the digital buying experience. In many cases, this is critical information you need to increase share of wallet (SOW) or encourage repeat business.

55% of customers would pay more for a better customer experience.

**-INVESE**

Effective post-transaction surveys focus on the top two to five questions that matter. For example, a typical survey may ask “What can be done to improve the buying process?” or “What level of additional support/services would you consider?” Predetermined answer options and free-form answer options are both valuable. Based on visitors’ answers, you may choose to make specific offers to encourage additional purchases or loyalty.



## How do I measure success?

- Customer retention (percentage of renewing vs. non-renewing customers)
- Cross-selling rate (percentage of purchases that include two or more products)

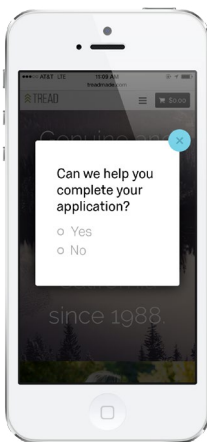


# Form Abandonment Surveys

**In many cases,** the primary purpose of a site or page is to provide the means for a visitor to complete a form or application. Understanding why visitors fail to complete forms is critical to improving completion rates and retaining business.

A typical web form conversion rate ranges from 1% to 35%.

-FORMSTACK



A form abandonment survey is typically triggered when a behavioral event suggests that a form is unlikely to be completed. For example, if a visitor idles on a form for more than 30 seconds, that might be an ideal time to launch a survey. Another trigger might occur when a visitor leaves the form altogether and goes to a different page.

The survey itself should be limited to questions that identify what roadblocks the visitor may be encountering. For example, the visitor may indicate that they left a form because they didn't have a required piece of information. Your survey could then automatically provide them a way of finding that information, so that they can complete the form.

## How do I measure success?

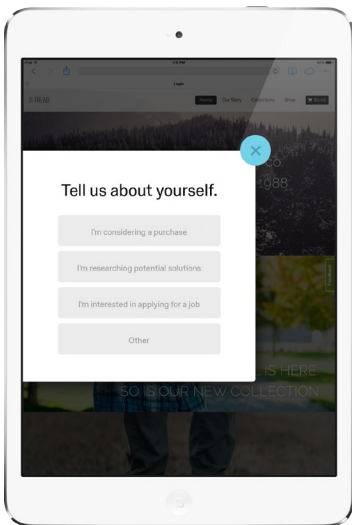
- Form completion rate (percentage of completed vs. attempted forms)
- Incremental revenue (dollar value of business that resulted from completed applications or forms)

# Profile-Building

**Obtaining rich** customer profiles that include visitor intent is a critical objective for every marketing team. Engaging site visitors directly is not only the fastest way to capture profile information, it also yields the most representative sample of people who interact with your brand.

80% of your company's future revenue will come from just 20% of your existing customers.

-GARTNER



There are many ways to capture profile information on your site. Depending on the nature of your site, one option is to trigger a survey that invites visitors to indicate why they're on the site or what they are looking to find. The invitation may be as simple as asking visitors to "Tell us about yourself," followed by questions that capture intent and profile information.

In some cases, it may make sense to target specific profiles to better understand those segments. In such instances, your survey software should give you the level of precision you need to engage visitors based on profile data such as device type, gender, location, and other important criteria.

## How do I measure success?

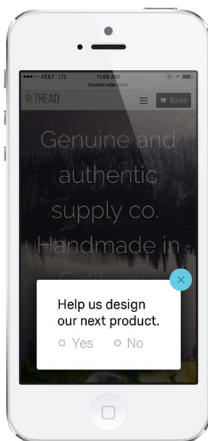
- Promotion effectiveness rate (percentage increase in brand awareness your ad space provides to target segments)
- Profile acquisition costs (average cost to acquire one complete profile)

# Market Research Surveys

**The best way** to provide your customers with the product features and services they want is to involve them in your market research. Engaging site visitors (instead of just paying customers) allows you to collect insights from a representative sample of individuals who interact with your brand. Furthermore, engaging visitors on your site allows you to interact with people who are closer to an actual purchase decision.

Digital marketing spend is forecasted to increase to 35% of total advertising budgets by 2016.

-FORRESTER RESEARCH



Market research surveys can take many forms. One example would be a simple survey that invites users to “Design our next product.” This could be advertised via a simple display bar or as a small part of the page. Once the visitor opts in to the survey, the visitor may be asked about feature preference, design preference, or price appetite. The key is to focus on the questions that matter most. The end of the survey may be an ideal time to offer a promotion or offer, preferably one that relates to the interests expressed by the visitor in the survey.

Profile-based targeting allows you to focus on the most important segments. At the end of each survey you have the opportunity to offer relevant promotions and other invitations that tie to the feedback you just received.

## How do I measure success?

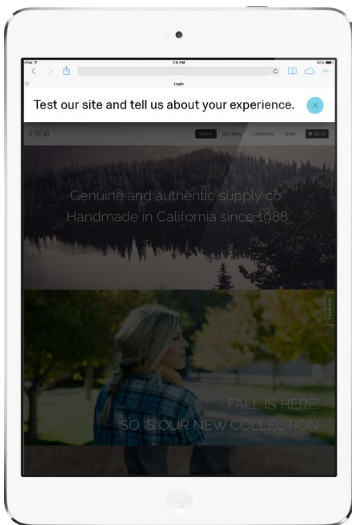
- Product revenue
- Survey form completion (percentage of completed surveys)

# Usability Testing

**Website usability** testing allows businesses to optimize the user experience, reduce customer support costs, make informed update & development decisions, and drive desired user behavior. A well-planned, easy-to-use website also shows users they are valued, which helps establish long-term relationships.

Nearly three quarters (73%) of companies not currently conducting user experience testing will be doing so in the next 12 months.

-QUICKSPROUT



Usability testing can involve engaging site visitors following specific events to submit feedback about that experience. Engaging site visitors directly offers the advantage of focusing on individuals who have demonstrated interest in your products and services, and, in many cases, are considering a purchase or other desired action. This feedback, when connected with the actual path of the site visitor, can help answer critical questions surrounding digital design and ease of use.

More sophisticated usability testing includes recruiting site visitors via targeted panels to participate in experiences, followed by a feedback loop. Other testing options include offering promotions or specific experiences and then asking for feedback afterwards.

## How do I measure success?

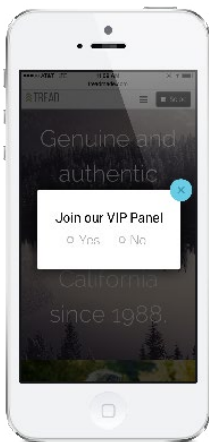
- Bounce rate
- Page conversion (percentage of visitors who complete the objective of the page)

# Panel Recruitment

**Traditional panel recruitment** relies on email campaigns sent to databases of current and/or past users that may or may not be interested in the topic or product in question. In contrast, many web experience platforms allow digital sites to engage actual site visitors at a true moment of interest to capture feedback.

8 out of 10 consumers who signed up for emails from a brand over the past 6 months made a purchase based on what they received.

-SALESFORCE



A basic panel recruitment survey can invite users to participate in market research or some form of customer feedback. Once users opt in, users are given the opportunity to provide their contact details. Best-in-class solutions will then immediately populate a backend database and allow for a variety of contact channels (e.g., SMS, email, etc.)

## Final Thoughts

Hopefully, the strategies outlined in this guide have provided a great starting point for you to build a customized website experience strategy that increases conversion and loyalty. When looking for a software platform to support your plan, be sure to choose one that empowers you to improve your digital experience with the speed and flexibility needed in today's marketplace.

## How do I measure success?

- Acquisition cost per panel member

# About Qualtrics

**Qualtrics** is a rapidly growing software-as-a-service company and the provider of the world's leading insight platform.

More than 7,500 enterprises worldwide, including half of the Fortune 100, rely on Qualtrics' enterprise survey technology. Our solutions make it fast and easy to capture customer, employee, and market insights all from one centralized location. These insights help clients make informed, data-driven decisions. Global enterprises, academic institutions, and government agencies use Qualtrics to collect, analyze, and act on voice of the customer, customer satisfaction, employee engagement, 360-degree reviews, brand, market, product concept, and employee feedback.

Learn more at [qualtrics.com](https://qualtrics.com)

## About Qualtrics Site Intercept

Qualtrics Site Intercept is a SaaS tool that captures insights and metrics from site traffic, and then provides the tools to act on those insights via targeted experiences and promotions. With Site Intercept you can be smarter about who you target, what you learn, and how you use that data to drive site conversion and customer satisfaction.

Visit [www.qualtrics.com/site-intercept](https://www.qualtrics.com/site-intercept) for more info.

