

Case Study:

How XYZ Electronics Improved CX and Reduced Cart Abandonment by 25% with Customer Satisfaction Surveys

Background

XYZ Electronics, an online retailer specializing in consumer electronics, noticed a concerning trend: a high cart abandonment rate and declining customer satisfaction scores. Despite offering competitive pricing and a wide range of products, many customers were leaving without completing their purchases. The company decided to use customer satisfaction surveys to identify key friction points and improve their customer experience (CX).

Problem

Cart abandonment rate: 70%

Customer satisfaction score: 68/100

Customer complaints: Slow checkout process, unclear product descriptions, and limited payment options

Approach

To understand the root cause of the issues, XYZ Electronics implemented a series of targeted customer satisfaction surveys, focusing on different aspects of the customer journey.

Post-Purchase Survey XYZ sent out post-purchase surveys to customers who completed a transaction, asking about their overall satisfaction with the shopping experience. **Key questions included:**

- “How satisfied were you with the checkout process?”
- “Did the product meet your expectations based on the description and images?”
- “How likely are you to purchase from us again?”

Abandoned Cart Survey The company also sent out an abandoned cart survey to customers who left items in their cart without purchasing. **This survey asked:**

- “What prevented you from completing your purchase?”
- “Did you encounter any issues during the checkout process?”
- “Were there enough payment options available?”

Net Promoter Score (NPS) Survey To gauge overall loyalty, XYZ implemented a simple NPS survey, asking customers:

- “On a scale of 1-10, how likely are you to recommend XYZ Electronics to a friend or colleague?”

Key Findings

The survey results revealed several critical issues that were driving cart abandonment and customer dissatisfaction:

- **Checkout Complexity:** Customers found the checkout process too long and confusing, leading to high cart abandonment.

- **Product Descriptions:** Many customers mentioned that the product descriptions lacked detail, leading to unmet expectations upon receiving the product.
- **Payment Options:** The limited range of payment options was a significant deterrent for international customers.

Actions Taken

Based on the survey data, XYZ Electronics implemented several key changes:

Streamlined Checkout: The company reduced the number of steps in the checkout process, introduced a guest checkout option, and added clearer instructions for each step.

Enhanced Product Descriptions: They updated all product descriptions to include more detailed specifications, customer reviews, and high-quality images to better match customer expectations.

Expanded Payment Options: XYZ introduced new payment methods, including international payment gateways and digital wallets, to cater to a broader customer base.

Results

After implementing the changes based on customer feedback, XYZ Electronics saw significant improvements:

- Cart abandonment rate dropped by 25%, from 70% to 45%.
- Customer satisfaction score increased by 20 points, from 68/100 to 88/100.
- NPS score improved from 5.8 to 8.2, indicating higher customer loyalty and positive word-of-mouth.
- Sales conversion rate increased by 15%, as customers found it easier to complete purchases and were more satisfied with the overall experience.

Conclusion

By leveraging customer satisfaction surveys, XYZ Electronics was able to identify specific pain points in their eCommerce experience and make data-driven changes. The result was a significant reduction in cart abandonment, improved customer satisfaction, and increased sales, demonstrating the power of customer feedback in shaping a better CX.