



CASE STUDY

Enabling Intelligent A/B Testing Resulting in ~30% Increases in Conversions



We use Medallia DXS as one of our performance indicators to measure and benchmark experience quality across our key regions. It helps us better understand a user's digital body language - their motivations and the quality of their actions, which allows us to create more meaningful and authentic experiences.

Dip Shah
Senior Manager, Global CX
Optimization Lead

Medallia

How Nissan Approaches Digital Experience

What is DXS®

The Medallia Digital Experience Analytics (DXA) solution is driven by the Digital Experience Score, or DXS, the first universal metric that measures the digital customer experience at scale.

Founded in data science and powered by machine learning, DXS measures every user session — crunching billions of datapoints to quantify user behavior in real time, delivering an objective score (from 0-10) of every customer experience across websites and apps. DXS is based on 5 pillars of digital experience: Engagement, Frustration, Form, Technical and Navigation.

With DXS, optimization teams can quickly see where they need to invest efforts to enable the best opportunities for improving experiences and revenue.

Nissan creates geo-specific websites to market to their customers.

Nissan has been working with Medallia DXA, the leader in Digital Experience Analytics, for several years to ensure they deliver the very best online experience for their customers.

Medallia DXA is utilized at all stages of this process, from the initial discovery of an experience issue to testing website variants and finally validating the success of those changes.

With an array of forensic tools such as session replays, heatmaps, and journey analytics, digital teams have everything they need to achieve a 360° view of customer experience. The team at Nissan used the Digital Experience Score (DXS) and other analytics tools in Medallia DXA to uncover multiple areas that were underperforming.

Web Optimization Process

Optimizing form experience to increase leads

One of the most important lead generation areas on the website are the pre-sales forms. There are many reasons a customer might complete the pre-sales form. These include booking a test drive, requesting a brochure or requesting a quote for a particular vehicle from a dealership.

The team noticed that the Form Experience Score was below average and there was no obvious cause for this. They decided to further investigate by looking at Medallia DXA's form analytics tool. Within the form analytics tool they discovered a high abandonment rate and a high rate of errors associated with the "Preferred method of contact" field. In this field, a drop-down menu contained three options for contact: Email, SMS or Phone call.

32.5% increase in completion rate

6.3% increase in completion rate on mobile

9.9% increase in completion rate on desktop

“Changing to radio buttons represented a quick win for us — and Medallia DXA made it easy.”

Senior Analyst, Nissan

“Medallia DXA’s analysis played a key role in designing this test and getting such a great outcome.”

Senior Data Analyst, Nissan

Nissan chose to change the selection type from dropdown menu to a radio button selection and A/B tested the options. They also rearranged the answers to ensure that the most popular selection, email, was now positioned at the top of the list.

Results

The selection rate increased on the radio buttons compared to the previous drop-down menu, with visitors less likely to abandon the form and less likely to run into errors.

The form completion rate increased by 32.5%. This represented a significant uplift for Nissan.

Web Optimization Process

Uncovering navigation issues with journey analysis

A key Nissan market had an underperforming ‘Book a Test Drive’ form. After creating a segment of customers who engaged with the form, they discovered these individuals had a lower engagement score and an increased level of frustration. This made it an area of focus for the team.

Using Medallia DXA’s Journey analysis tool, looping behavior was found between the dealer selection page and the form. It was clear that the navigation was proving confusing for customers and contributing to drop-off.

The confirmation of dealer selection was shown on the test drive form itself, rather than requiring customers to navigate between pages. On this same page, a confirmation of the vehicle selection was displayed.

Results

Following A/B testing of the form structure, the form completion rate had significantly improved. For customers on mobile, the rate increased by 6.3% and desktop users had an increase of 9.9%.

**86% improvement in
Configurator Completion Rate**

“This particular project was all about improving the digital experience. We saw the increased frustration through Medallia DXA and wanted to really bring that down for our customers. It was great to see the impact of a better experience on our KPIs.”

Specialist Data Analytics &
Experience Optimization, Nissan

The ‘Book a Test Drive’ form is a key lead generation tool for the site, so Nissan was very encouraged by the strong results.

Web Optimization Process

Simplifying the visitor journey for greater impact

An issue affecting digital customer experience was identified on the Vehicle Compare tool. On this tool, a CTA took users to the Configurator, where customers can select versions of a particular vehicle. Using Medallia DXA’s Experience Data, the team discovered that customers who moved between stages of the journey using this CTA had an elevated frustration score and a lower DXS overall.

The team took a close look at the journey and found that customers moving to the Configurator from the Vehicle Compare tool were having to enter their choices for the grade and engine of the vehicle multiple times. They hypothesized that directing customers to the Colors tray rather than the Grades tray would eliminate this duplication.

They created an A/B test with a control and a new design where clicking the “Configure Your Vehicle” button had users land on the Colors tray of the Configurator. The team had several goals for this change:

- **Increase Configurator Completion Rate**
- **Improve the DXS score of the journey**
- **Improve the Frustration Score**

Results

The Nissan team saw positive changes across all goals. Most encouragingly, by linking directly to the Colors tray, the Configurator Completion Rate saw an incredible 86% improvement. The team took two important learnings from this successful test:

THE NEW DESIGN
GENERATED:

+16% in Configuration
Completion Rate

“With the Covid-19 pandemic preventing a lot of dealership visits, we had to find a way to show off the new vehicle that was almost as engaging as seeing it in real life. The virtual tour was our answer for that – but we wanted to make sure it was having the right impact. That’s where Medallia DXA helped.”

Senior Data Analyst, Nissan

- Journeys between tools should not require customers to make decisions more than once as it can contribute to drop-off
- Low traffic to the Compare tool could be improved with better signposting and further optimized user journeys

The team went on to apply these learnings to the website. The new design generated a 16% increase in Configuration Completion Rate.

Web Optimization Process

New Vehicle Launch – the Nissan Ariya

A further optimization project taking place on the UK website was centered on the Visualizer tool for an upcoming new vehicle launch — the Nissan Ariya. This launch represented a great opportunity to use insights from Medallia DXA to maximize interest in the new vehicle and boost lead generation.

The Ariya Visualizer allows website visitors to experience a virtual tour of the vehicle.

Looking at behavioral data from both Medallia DXA and Adobe Analytics, it was clear that visitors who interacted with the Visualizer were more qualified leads and were more likely to submit a form indicating their interest. Medallia DXA showed that these visitors also had a high DXS. From this, the team could hypothesize that focusing their efforts on increasing entries to the Virtual Car Visualizer would result in improved KPIs. At the beginning of their analysis, just 0.8% of users interacting with the Visualizer made it the Virtual Car and 68% were exiting the site entirely.

“Medallia DXA’s Professional Services team was a real driver for our successful, on-time rollout to over 25 global markets; they made it so painless. Their support team are also a true asset and extension to our optimization team, contributing to our continuous success in improving Customer Experience and growth for Nissan.”

Dip Shah
Senior Manager, Global CX
Optimization Lead

In order to proceed to the Virtual Car page, users had to exit the initial Visualizer tool (which showed the outside of the vehicle and color options) and then click through on a CTA further down the page. To begin testing, the team produced variants of the initial Visualizer tool that had CTAs directly on the page – eliminating the need for additional journey steps. Two versions of the CTA were trialled, one which read the “Take a Virtual Test Drive” and another, “Explore Inside...”.

Results

The “Explore Inside” version increased pre-sale leads by 39%.

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia’s award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://www.medallia.com)