Using Human Insights

TO ENGAGE BUYERS
THROUGHOUT THEIR JOURNEY

Marketers Can Quickly Perfect the Customer Experience

Today's buyers are more empowered than ever with a myriad of digital tools at their fingertips. Most of the purchasing journey is spent online, performing self-guided research. This means that most buyers know more about your product or solution long before they talk to a sales person or go onto your website to engage in an offer and make themselves known.

So how does a marketing team reach and influence today's digitally-savvy buyer, strategically guiding them as they travel down their path to purchase? With a well thought-out, carefully executed customer experience designed to speak to their needs, intent, attitudes, and behavior each step of the way.

UserTesting helps marketers drive awareness, increase consideration, and influence purchasing decisions by discovering customer attitudes, understanding the buyer journey, and quickly validating messages and material. In this whitepaper, we'll share how leading-edge marketers are using fast human insights to optimize the customer experience at each stage of the funnel.

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1.

Understanding Your Buyer

According to AdWeek, eight out of ten buyers start their shopping process online. During this early stage, buyers may not be sure what they're looking for yet. For example, a business leader at an enterprise company might be considering a shift to an account-based marketing (ABM) strategy, but might not know how to go about researching which tools and solutions are needed to implement it. Understanding customers' pain points and how they search for solutions can help companies design an experience that cuts through the clutter—delivering the right message, at the right time, in the right place, to the right person.

USING USERTESTING TO UNDERSTAND YOUR IDEAL BUYER

Customer experience starts with the very first interaction with your brand, so it's critical to understand your customers' pain points and how a product solves them right up front to, craft a relevant and resonant message.

UserTesting helps you accomplish this goal in several ways. Your team can interview people who align with your ideal buyer personas, on demand. Whether through live interviews or recorded feedback, you can identify users who have a problem, such as the need for a solution to manage their ABM strategy, and watch as they search for a solution.

Speaking to your exact target audience will give you an understanding of how they do their research. What terms are they searching for? Which are they not searching for? What watering holes do they visit and trust the most? And—more importantly—what insights can be gained on how to optimize the company's organic (SEO) and paid (SEM) search strategy? It's important to test behavior both on desktops and mobile devices to see if and how it shifts.

For example, through UserTesting, Autotrader discovered in a couple of days that the car buying journey starts with online searches rather than coming to its website first. The company revamped its entire site to make it friendly to search users landing on any page.

Some other examples of journeys UT customers have studied:

- How do people research Medicare plans?

- What's the customer journey for choosing a hotel?

- How do parents initiate the process of finding a toy?

2.

Understanding the 'why' behind the 'what'

Google Analytics estimates that 25%-55% of buyers exit websites without ever going beyond the home page, and that those that stay view an average of two pages, with a visit time of less than two minutes. This doesn't give a business much time to make a first impression, much less gather leads. Analytics can tell you what people are doing in those two minutes, but they can't explain the "why" behind each click, tap, swipe and conversion. Without understanding the why, you can't know what to fix.

QUICKLY DISCOVER CUSTOMER ATTITUDES

With that in mind, testing the customer experience on websites is more important than ever. What is the user's first impression when they arrive on the site? Are there intriguing calls to action, like whitepapers, eBooks, offers, or free trials on the homepage that deliver enough value to propel a prospect to fill out a form or accept a trial offer? Do the forms prevent drop-off, while still capturing the right information?

UserTesting increases your productivity by making it easy to get insights on customer thinking within hours. You can move faster with greater confidence.

For example, a clothing company used recorded tests to discover that its product photos were driving away customers because the models were too skinny, leading customers to assume the clothing would not look good on them.

Other samples of customer thinking explored through UserTesting:

- What are perceptions of calories shown on a fast food menu?

- Which of these brands would you trust for making a large purchase?

- What brands do people expect to see in our store? Why?

3.

Executing Campaigns to Engage Your Buyers

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This is where the rubber hits the road. There isn't time or money to do market research on every deliverable, so marketing teams often guess about whether messages and materials like emails, videos, and images will resonate with customers. In a few hours, human insights can give you high confidence that your marketing will hit the target exactly. You can empower your people to make more informed decisions in real time. And you can get compelling video of customer reactions, which you can share within your organization to explain decisions, educate people, and settle disputes.

For example, an online education leader planned its rebranding through UserTesting. It learned that its previous brand identity felt too unprofessional and 'cartoonish' to customers. In a few days, it checked the resonance of all elements of the new brand, including colors, logos, tagline, images, copy, and overall emotional tone.

Other examples of insights you can easily get on demand:

- How well do customers understand the vocabulary we use?

- What message did the ad convey?

- Sort and prioritize product images for a new product

- How effective are we at communicating who we are and why we're special?

- Which email content resonates best with participants?

- Compare the pitches for two products. Which pieces of information resonated the most?

Invest in buyer empathy to gain and keep a competitive advantage

Best-in-class marketers invest in quantitative and qualitative ways to measure buyer empathy at every stage of the buyer journey to ensure they're delivering both the right message and the right solution. The customer experience spans from the moment a customer discovers your brand or company, until their very last interaction with it—and they expect it not just to deliver value, but to be seamless.

With UserTesting, you can quickly understand the interactions that make up your customer experience with a host of features designed to surface and share insights. You can spotlight meaningful reactions and responses, using video clips and highlight reels. Lastly, you can search transcripts to find key moments in a single place. Then share the insights easily throughout your organization to put them into action.

UserTesting can give you the insights you need to develop a powerful customer experience that helps you earn and retain customers, profits, and a competitive edge.
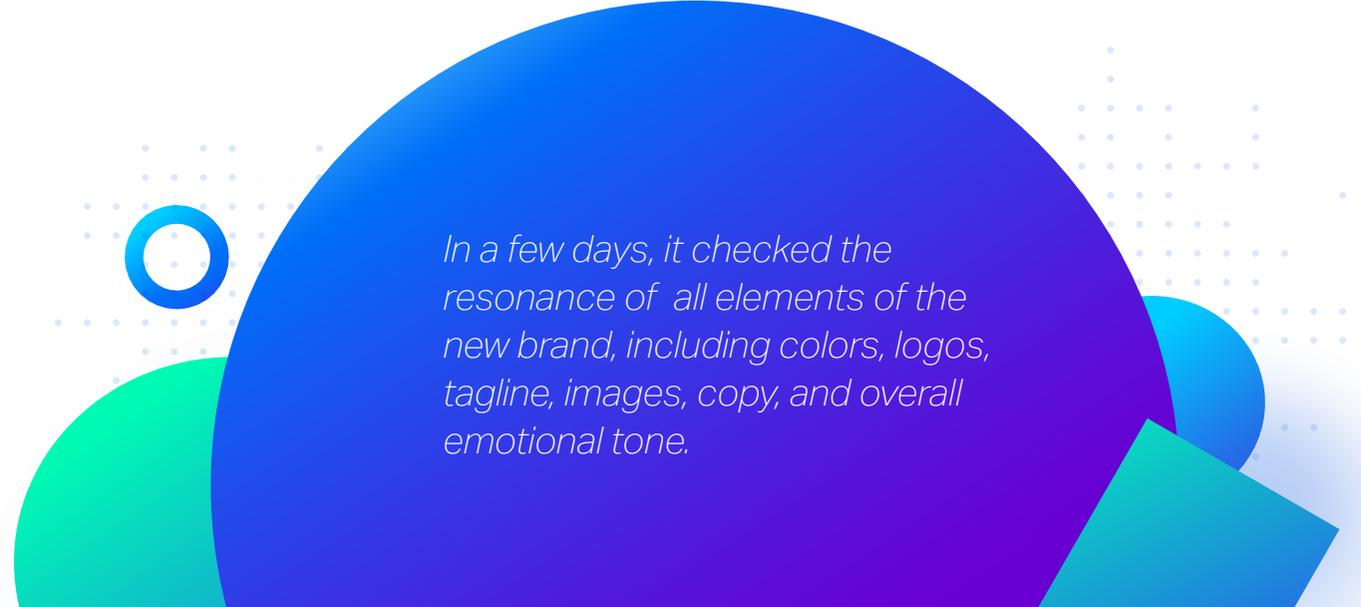
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About UserTesting

UserTesting enables every organization to deliver the best customer experience powered by human insights. With UserTesting's on-demand human insights platform, companies across industries make accurate customer-first decisions at every level, at the speed business demands. With UserTesting, product teams, marketers, digital and customer experience executives confidently and quickly create the right experiences for all target audiences, increasing brand loyalty and revenue. UserTesting delivers human insights to over 35,000 customers, including the top 10 largest web properties, and is backed by Accel and OpenView. UserTesting is headquartered in Mountain View, CA. To learn more, visit www.usertesting.com.

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