Bizrate Insights Feedback Lifts Nine West Conversion Rates 10%

Nine West partnered with Bizrate Insights to collect consumer feedback to improve their shoppers’ experience. They’ve used customer comments gathered through Bizrate Insights for a variety of site enhancements including improving conversions during checkout.

Needed: Unbiased Customer Feedback

Though their website generates lots of data, Nine West still wants to hear directly from customers. “We’re in a funny place in ecommerce right now,” said Ms. Posner. “We have so much data available but the data can be ambiguous and interpreted in different ways.” Nine West relies on Bizrate Insights to capture unbiased input from its customers.

Individual Attention

“Bizrate Insights is a way for us to get information from the customer where we don’t actually have sales people greeting them and asking about their experience,” said Ms. Posner. Each month, Bizrate Insights delivers over 1,000 customer surveys and collects an average of 450 customer comments for Nine West. “Their feedback helps us to improve the site in meaningful ways.”

Bizrate Insights allows us to have the conversation that our best sales associates in our best store has with their customers.”

-Lillian Posner, VP of Ecommerce at Nine West
Actionable Insights

Feedback provided through BizRate Insights helped Nine West boost checkout conversions. Explains Ms. Posner, “the Bizrate Insights customer comments helped us understand how to make the website more streamlined and user friendly. We discovered the checkout process was not as easy as it could be.”

10% Lift In Checkout Conversion

If buyers on NineWest.com made an error during check out, the error message sometimes appeared where they couldn’t easily spot it. “Since customers couldn’t move through the checkout process without resolving the error, it was impacting our conversions. We moved the placement of these messages and made other changes based on our Bizrate Insights customer feedback,” Ms. Posner said.

The result: Following the changes, Nine West saw a 10% lift in checkout conversions.

A Direct Line to Customers

“If you want your site to be a flagship destination, shopper feedback is essential, because it allows you to respond to customers, even though you don’t meet them face-to-face.” Said Ms. Posner, “Nobody comes and goes without the opportunity to be asked how things went.”

BEFORE...  

“The selection and prices are great, but I found I had to re-submit my personal information several times before being able to check out, and the screen refreshed without prompting me to the fields I needed to refill. Finally got it to work, and the shoes are worth it.”

AFTER

“Very easy checkout. I got online, knew the boots I was looking for and completed my transaction with 3 mins.”

AFTER

“Very easy steps to place an order. I love 9West shoes, so now I have an easy shopping method.”

AFTER

“I am not real handy with a computer and this was a very easy experience for me. Check-out was easy and finding the item I ordered was extremely easy. Thank you.”