

Walmart Case Study

Optimizing the gift selection process



Dinesh Maniks
Web Analyst,
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“The Christmas page recommendations solidified Walmart's use of the finder tools and helped fix all issues that customers were experiencing with them.”

Company

Walmart
www.walmart.com

Industry

Retail

Goal

Providing an exceptional seasonal customer experience that increases sales

Results

- 24% increase in sales as a result of better user interaction
- Revealed friction points in the customer buying journey
- Detected client-side errors that caused frustration

The challenge

To make the most out of the Holiday Season, Walmart launched Gift and Toy Finder tools ('Finder tools') to increase sales. Committed to providing exceptional customer experience, Walmart wanted to ensure that the online customer interaction with the seasonal webpage was optimized.



The solution

Finder tool use increases sales 24%

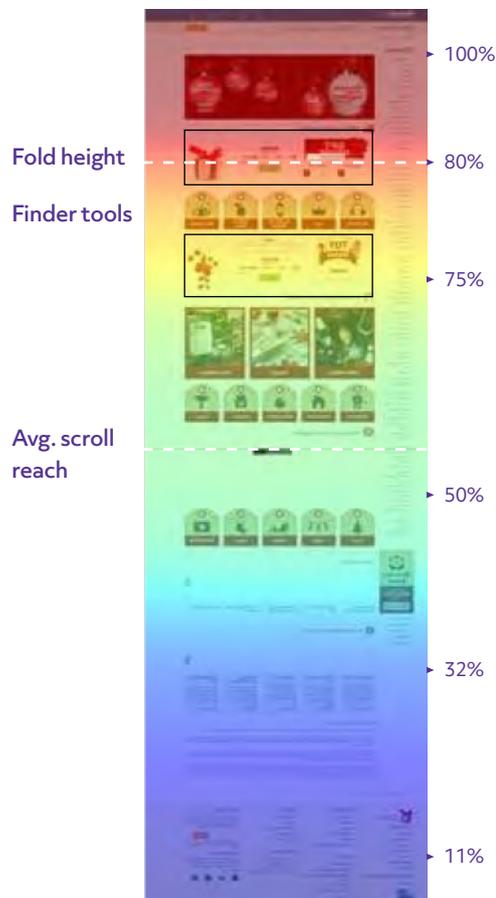
Visitors who interacted with the Finder tools purchased more. Using Clicktale's segmentation capabilities, the Clicktale consultant found that user engagement with the Finder tools showed a 24% increase in sales compared to visitors who did not use them. This important insight dictated the next steps to optimize the customer buying journey.

Make Finder tools easy to see and use

20% of the visitors did not even see the Finder tools. Analyzing scroll-reach Heatmaps showed that visitors did not scroll down far enough on the page to enable them to interact with the Finder tools.

Furthermore, visitors using the Finder tools encountered usability issues that hindered the shopping experience. After choosing the search criteria, visitors did not intuitively click on the call-to-action 'Go' button, getting confused by not receiving their search results. This insight was revealed from watching Clicktale session playbacks.

20% of visitors did not even see Finder tools



Detect client-side errors that cause frustration

Visitors faced another point of friction on their purchasing journey. When they clicked on the call-to-action 'Go' button, they encountered a JavaScript error that prevented them from receiving search results. As seen in the Clicktale session playback recording, customers were frustrated, clicking on the button a few times.



Walmart Case Study recording

Conclusions

The customer behavior that has been revealed proved that the Finder tools promoted user interactions, increased sales and the effectiveness of the Holiday Season campaign. Further optimizing the customer experience in the buying journey, removing technical and user experience friction points, will result in an even greater sales increase.



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“Thank you for your great recommendations and I am looking forward to the next report!”

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About Clicktale:

Clicktale lights up the digital world, revealing customer behavior, needs and intent across all key touchpoints: web, mobile and apps. The world's #1 enterprise-class experience management platform, Clicktale's deep drill-downs get to the heart of the "how" and "why" behind customer behavior. Via session replays, high-fidelity heatmaps, conversion analytics, powerful integrations and in-depth expert analysis, Clicktale provides critical insights needed to remove friction, delight every customer and achieve digital success. With a global customer base that includes Walmart, UBS, The North Face, MetLife, Lenovo, Adobe and Microsoft, Clicktale is the most advanced, robust enterprise-grade solution on the market, analyzing over 100 billion in-screen behaviors per month.