

fullstory

CASE STUDY

B&H Photo Video:

**A higher-converting checkout funnel
and hours of time regained**

Customer Testimonial



FullStory pays for itself in spades.

Every answer we get on what's happening with the checkout funnel is **real money.**



Jeremy Lavitt
Head of Web Optimization

Pain Points

1

Previous solution left gaps in recordings of user sessions; web optimization team couldn't rely on them when trying to optimize the checkout funnel.

2

Other solutions were either unable to support B&H's high monthly volume of traffic, or were too costly.

3

Customer service team got stuck in long games of email tag when trying to solve customers' problems.

4

Developers would spend hours or days trying to find and replicate bugs reported by customers--and after all that time, still may not find the issue.

Improvements

1

Web optimization team identified and removed several major roadblocks along checkout funnel.

2

Customer service team drastically shortened time to resolution.

3

Engineering team gained back hours (sometimes days) previously spent finding customer-reported bugs.

About B&H

#1

largest non-chain photo and video equipment vendor in the US

12M +

consumers visit their online store each month

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B&H is the largest non-chain photo and video equipment store in the United States.

More than 5,000 people per day flock to their 34th Street brick and mortar location in New York, and over 12 million consumers visit their online store every month.

The Challenge

Gaps in the user journey

With over 12 million consumers visiting their online store each month, it's crucial that B&H Photo Video understand how visitors interact with their website, and what roadblocks exist along the checkout funnel to completed purchase.

But their customer experience software made this a daunting task: it couldn't track every signal between users and B&H's servers, so critical moments in the user journey were missing from session recordings.

"We needed to see what users were doing on each page," said Jeremy Lavitt, manager of B&H's web optimization team, **"but things would skip, images were missing, and some elements of the page were misplaced. It wasn't fully functional."**

The other options on the market weren't much better: they either couldn't support B&H's huge monthly traffic numbers, or their rates were "completely unreasonable," said Jeremy.

His team needed something that could capture the entire user journey and support millions of monthly visits — at a price that could easily prove ROI.

They found it in FullStory.

The Solution

Finding friction in the checkout funnel

B&H first rolled out FullStory in a proof of concept phase, and Jeremy's team was quickly hooked on the over-the-shoulder experience of reviewing user sessions.

"The playback was great," he said, relieved that his team could finally see what users were actually experiencing along the checkout funnel.

Hiccups along that funnel quickly surfaced. For example, Jeremy's team discovered that a kind company gesture — a free gift card with purchase of a TV — was actually confusing customers during a critical stage of checkout.

"We saw that customers were removing the gift card from their cart, out of fear they were getting charged for it," said Jeremy.

This had been a problem for a while — but before FullStory, B&H couldn't see why.

"Customers would call up and say 'Hey, I didn't get my free card,'" said Jeremy. "But on our end, everything seemed to be working perfectly."

The Solution

“By watching FullStory, we could see people removing the free item from their carts, with no way to add it back in. We realized we should make it more obvious that this is a gift, and that we shouldn’t let them remove it.”

This tweak to the checkout funnel has saved B&H “significant customer confusion during checkout,” said Jeremy, “and a lot of customer service time.”

And that’s just one of many ways B&H has gained back time and revenue; they’ve also repaired bugs that previously created shipping label errors, setting off a chain of headaches.

“We saw that when a customer entered a long address, we were splitting that address into two lines in a weird way,” said Jeremy, “which caused all sorts of problems when these orders reached the UPS system.”

This created delivery delays, unhappy customers, strain on customer service and deep internal confusion.

“With FullStory, we could see that the problem was on our part,” said Jeremy, “instead of having to ask ourselves whose problem is this? Did the customer mess something up? Did UPS? Did we?”

Customer Testimonial



“If a customer reports they can’t check out, that’s tragic. Our developers have to dig through logs and read through code to see what’s different about this customer’s experience. That could take hours, it could take days, and sometimes, they may never find the issue.

With FullStory, we can immediately see what the customer is seeing, and solve what’s causing it.”



Jeremy Lavitt
Head of Web Optimization

The Results

Conversion lifts and hours saved

Since rolling out FullStory across the entire organization, B&H has seen a significant lift in the number of conversions from checkout funnel to completed purchase.

In addition to the increase in successful purchases, both the customer service and product teams have gained back hours they once spent on manual tasks.

“If a customer reports that they can’t check out, that’s tragic,” said Jeremy. “Our developers had to dig through logs, networks and Google Analytics to see what happened. They had to read through the code to see what’s different about this customer’s experience. **That could take hours, it could take days, and sometimes, they’d never even find the issue.”**

With FullStory, “We can immediately see what the customer is seeing and solve what’s causing it.”

Between the lifts in completed purchases and time saved internally, **“Fullstory pays for itself in spades,”** said Jeremy.

“Every answer we get on what’s happening with the checkout funnel is real money, and we no longer have to recreate bugs by trying to hack together what the user might have done — and fail, and try again, and try again, and try again.”

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Ready to bring your team on board?

Contact us today.