QuantumMetric **qualtrics**XM

Vistaprint gets it right: a global replatforming masterclass

How Vistaprint ensured replatforming success with a multi-year, multi-country rollout to manage risk and ensure a great customer experience

Key take-aways

Staged roll-outs from smaller to larger geographies helped mitigate risk.

Complex roll-outs need quantifiable feedback that relate to both design and performance attributes.

Vistaprints' CX tech stack included a seamless integration between Quantum Metric and Qualtrics.

Irving/US

Madrid/ES

Paris/FR

Chester/UK

London/UK

London/UK

Barcelona/ES

Bucharest/Ro

Sofia/BG

Vistaprint embarks on a global replatforming initiative to transform its customer experience

Two years ago, Vistaprint, a Dutch e-commerce company with a strong global presence, decided to launch a major replatforming initiative across every locale, including Ireland, Spain, Portugal, Australia, New Zealand, the United Kingdom, Canada, and the United States.

Vistaprint—which sells physical and digital marketing products such as business cards, clothing, and digital market products for small businesses—partnered with Quantum Metric and Qualtrics to roll out a multi-year, robust e-commerce replatforming initiative that will impact thousands of employees and millions of customers.

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Learn how Quantum Metric can support your platform migration with real-time monitoring and measurement.

To ensure success, Vistaprint teamed up with Quantum Metric and Qualtrics

Vistaprint launched Quantum Metric with their mass microsite, before adding the customer experience analytics platform on their Spain and Ireland sites.

Jack Fadely, Research Analyst at Vistaprint explained: "At this point, we had set up the Quantum Metric-Qualtrics integration to set up dashboards to get customer feedback on the new platforms in Ireland, Spain, Portugal, Australia, and New Zealand."

Qualtrics enables customers to click on the website's feedback tab if they're having an issue during their site experience so that they can submit feedback to Vistaprint. After looking at the Qualtrics surveys, Vistaprint analysts, with the help of Quantum Metric, had "the ability to actually go back and watch those sessions when someone puts a piece of feedback into the tab."

Prior to the implementation, Vistaprint employees could look at open-ended responses in Excel—and that was about it.

"Being able to go back into the session and see what happened to get a sense of what's actually going in is helpful," Fadely said, referring to Quantum Metric's session replay capabilities. "Now, we can see the real session and take it another step further by looking at other elements [that are triggering a specific type of error]."

More importantly, Quantum Metric equips teams with the ability to see how one type of error is impacting other users across the organization, even if those customers don't fill out feedback surveys.

Capture Customer Feedback

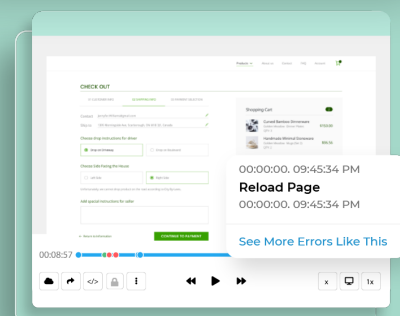Did you accomplish the goal of your visit to our site?
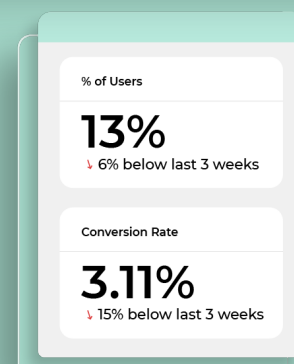
| Yes | Yes |

→

Contact Support

Powered by Qualtrics

↓

Replay the customer's actual experience

00:00:00. 09:45:34 PM
Reload Page
00:00:00. 09:45:34 PM

See More Errors Like This

CHECK OUT

00:08:57

↓

Replay the customer's actual experience

% of Users

13%

↓ 6% below last 3 weeks

Conversion Rate

3.11%

↓ 15% below last 3 weeks

Prioritize issues with business impact

Once an issue is identified, a logical next step is determining its relative importance. "If there is a tract element that is clearly triggering a specific error on the site, it's been really nice to go in and see other errors like this and size the issue," Fadely said, speaking to Quantum Metric's ability to quantify the revenue loss and business impact of each error.

Jen Hansen, Director, Global Business Analytics Leader, at Vistaprint. According to Hansen, the Quantum Metric-Qualtrics integration has changed the way people talk about addressing technical errors and design issues at Vistaprint.

Before working with Quantum Metric, the Vistaprint team would look at survey results and dashboards in order to determine whether or not they were trending up or down.

They would ask themselves,

> " How big of a problem is it really? or Do we really have to fix it?

"Are we really going to take developers off building new features to go back and try to, first of all, find out, and then solve it?" Hansen would routinely ask herself.

Vistaprint knew that the customer comes first, but there was an internal struggle over how to address the issues at hand. They would try to find the problem using Google Analytics or Adobe Analytics, but those platforms did not quantify the business impact of each technical error or design problem.

Quantum Metric, however, enabled teams to identify the lost revenue opportunities associated with each conversion rate, Hansen explained. This allowed her team to "cut right to the chase" and fix the problems that negatively impacted Vistaprint's bottom line the most.

Preparing rollouts to big geographies with aggregated data from smaller ones

After redesigning the feedback tab, the Vistaprint team started seeing more responses from every locale. And while some issues are specific to certain country's platforms, "a lot of them are consistent across various locales," Hansen explained.

Since many of the platform's features are geographically agnostic, Vistaprint has been able to aggregate the volume across platforms in order to gather data from different rollouts. The team plans to use this information to prepare for replatforming in the UK, Canada, and the US, the three platforms that will need to accommodate the highest volume of users and require the most advanced features.

Session replay brings immediate insights

Once Vistaprint started receiving feedback with the Qualtrics surveys, the e-commerce company could pinpoint the root cause of each issue by using Quantum Metric's encrypted session replay technology. With session replay, the Vistaprint team could see exactly where customers were struggling, including unexpected friction points that resulted from clumsy designs and technical errors.

In one scenario, the Qualtrics integration with Quantum Metric enabled Vistaprint to identify an empty page error using session replay. That made it easier to create an event in Quantum Metric to identify how this problem impacted other areas of the website.

> An empty page error was affecting a lot of different areas of the site. Originally it was the home page, and then it was 'Checkout,' and then it was 'My Projects,' and we're able to actually create an event for Quantum Metric based on that Qualtrics integration. And then once that event was created, we saw that this was affecting a lot of the website, making it apparent how significant the problem had become.
>
> Jack Fadely
> **Research Analyst at Vistaprint**

Getting ready for 'the big one'

When asked whether scale will be an issue in the US, UK or Canada, Hansen said, "From a technology standpoint scale won't be an issue, but I think that some of the smaller issues we see will become big issues when we increase volume to our site. That's the scarier feedback."

She explained that when teams get negative feedback from one or two people, it doesn't look like much. But as soon as platforms start hosting millions of customers, that's when problems start arising.

"What's hiding in there that we're not aware of?" Hansen and her team questioned. This is why they've slowly grown in volume, with launches in the UK and Canada set for later this year.

When asked about the biggest challenges facing their team, Hansen said her team will need to build more features for the UK, Canada, and US platforms.

"The locales we've been launching in either have a smaller product assortment, or slightly different features, or slightly different requirements to launch," Hansen said. "Monetarily, they are a lot smaller.

"Moving into Australia was big because you're starting to get into real money now. They were demanding about what features they wanted to unlock on their website. Moving to the UK starts to unlock more features. But moving to Canada basically means we've built out our platform and that it's ready for the United States."

Vistaprint has a long list of requirements to launch in the US, and they're preparing for that major launch by unlocking features in other countries.

"If we build more features, we unlock a couple more countries," Hansen added. "So we're working our way up to feel confident that we will have the features we need to be able to launch in the US."

Product Definition   Development   Operations   Customer Signals
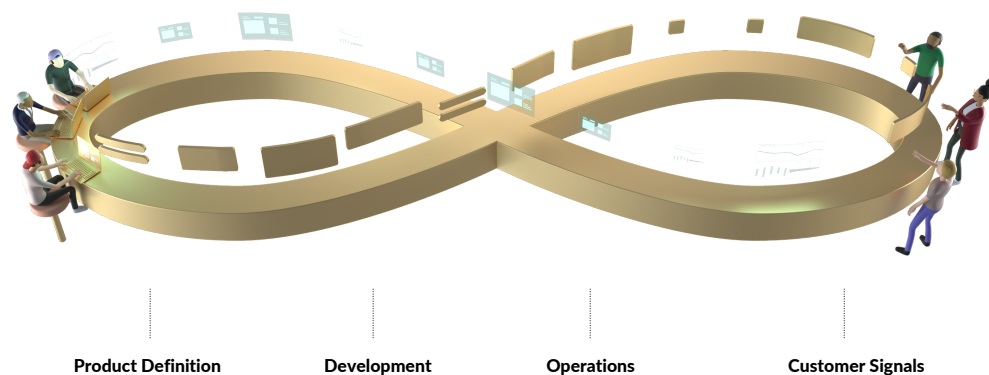
Making Vistaprint's e-commerce platform self-service

Vistaprint is a year and half into building an entire e-commerce platform from scratch. The new platform is unlocking a great deal of functionality, like self-service for the business unit. For Hansen and her team, that's a major win.

"You're not going to need developers to build your site anymore," she explained. "You'll be able to do a lot of things yourself. Marketers will be doing it, which will be a huge win for us."

Now, the Vistaprint team will need to teach their employees how to run the new technology.

"It feels like we're starting to get traction and starting to go faster now," Hansen said. "With our old technology, we just kept building and building and building but it was all intertwined, so if you wanted to edit anything, it impacted like six other features."

The future

The new platforms will all be API first.

Whenever something doesn't work, Hansen said that her team will be able to unplug it, throw it away, and plug something else in.

Vistaprint is buying more features so that they can spend less time building their platform. This will make "the site a lot more nimble and enhance performance."

The benefit?

The latest third-party APIs and plugins will allow marketers to run CMS's and front-end features, all without trained developers.

> "We're using Quantum Metric to help us accelerate continuous product design, even after concluding the replatforming process,"
>
> Jen Hansen
> **Director, Global Business Analytics Leader, Vistaprint**

Currently, Vistaprint's Australia-based business team has started to use Quantum Metric to understand the business side of their tech stack. Vistaprint analysts will continue using Qualtrics surveys and data-driven customer experience insights from the Quantum Metric platform. The business team will then leverage that information to continue enhancing the customer experience and driving revenue.

The Goal?

"Stand the platform up and get it stable," Hansen explained, "and then hand it over to the business teams."

Replatforming? Five Reasons to Work With Quantum Metric if You're Planning a Platform Migration

01   Make data-driven decisions on what to prioritize during your migration.

02   Establish a baseline to compare performance pre- and post-migration.

03   Identify errors in QA to minimize impacts in production.

04   Proactively monitor performance in real time and alert on anomalies.

05   Automatically quantify the impact of errors to speed feedback and iteration.

Watch a 5-minute demo of our platform or request a live, personalized demo: https://www.quantummetric.com/watch-a-demo