

DICK'S Streamlines its Ecommerce Experience

Working with Medallia, DICK'S directly engages ecommerce customers and acts on their real-time feedback to improve the digital experience.



Medallia

"Thanks to the voice of customer data captured by Medallia, we are able to identify and eliminate bottlenecks in our digital customer journeys."

Miche Dwenger, VP Ecommerce Experience, DICK'S Sporting Goods



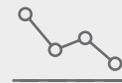
SOLUTION

Medallia for Digital
Adobe Analytics

RESULTS



DECREASED bounce rates by 50 basis points



LOWERED exit rates by 40 basis points



INCREASED conversions on exercise equipment in-cart from 25% to 46%

"We can now understand customer priorities better by launching and turning around these surveys with Medallia, then pairing the information with Adobe Analytics insights, matching things like bounce rates and high traffic pages. We can then pass that information along to these stakeholders — people who deal with cart issues, people who buy products for the site, people who handle messaging — so they can enhance their piece of the customer experience."

Miche Dwenger, VP Ecommerce Experience,
DICK'S Sporting Goods

In 2017, DICK'S Sporting Goods launched a new ecommerce platform — and, since then, ecommerce sales have continued to rise.

Much of this success has been based on DICK'S unwavering customer-first approach, both in-store and online. To support those efforts and help ensure DICK'S is always in-step with its customers, the company began implementing Medallia for Digital in 2017.

A better approach to listening — and responding

Before bringing Medallia on board, DICK'S customer-listening tactics were primarily anchored on customer satisfaction investigations via surveys and other direct outreach.

"DICK'S existing surveys and customer satisfaction work was lacking a reason for prioritizing digital and marketing efforts," says Natalie Graham, Head of Global Partner Marketing at Medallia.

"We were doing a lot to expand ecommerce," says Miche Dwenger, VP Ecommerce Experience for DICK'S Sporting Goods. "To do that and to do it well, we needed to capture the best customer information possible, digest it quickly, and share it with relevant teams and leadership within the organization so everyone could learn and benefit. We needed a partner and a process that would be really methodical from end to end."

To achieve this, the team turned to [Medallia for Digital](#), which helps companies capture feedback across web and mobile channels. A native component of [Medallia](#), Medallia for Digital provides analytics across a unified customer view. Once integrated, DICK'S immediately began creating surveys supported by the Medallia team along the way.

DICK'S responds to the voice of the customer

Now fully integrated, DICK'S is using a number of Medallia features to listen to their customers.

"We're now soliciting targeted feedback through intercept surveys," Miche says. "We ask people questions based on certain behaviors — if they've visited certain pages, added certain items to their cart, scrolled over certain sections of the site, or taken longer on a particular page than usual. We can pop in and ask a few questions to better understand their experience — what's working or what's holding them up."

DICK'S ties this customer voice data back into Adobe Analytics so they can make measured decisions — what these new insights mean with regard to click-through rates (CTR) or future revenue, for example.

"It's a very fluid, very efficient system," Miche explains. "In the past we were using customer satisfaction surveys, but it was very basic. We didn't have the flexibility to conduct surveys ourselves."

“DICK’S teams can now think differently about their initiatives surrounding customers’ digital experiences and how they prioritize them.”

Natalie Graham, Head of Global Partner Marketing, Medallia

The Medallia for Digital integration with Adobe Analytics approach is totally transparent, completely user friendly, and easy for DICK’S to self-service. With Medallia, DICK’S can create and deploy surveys same day or within virtually any timeframe. That enables the entire organization to be more agile and collect critical insights in a fraction of the time.

“It was one of the big tests when we integrated Medallia,” Miche says. “We saw customers coming from product listing ads also tended to look at competitive sites. Using Medallia surveys and Adobe Analytics, we were able to run a page abandonment survey and determine why they were abandoning their carts, both on web and mobile.” By matching data to identify the last touch channel and aligning it with results from email and organic search, DICK’S was able to determine where customers came from and where they were going — and they uncovered some surprising results.

“Customers coming direct to the dickssportinggoods.com were twice as likely to go in store,” Miche says. “They were also more focused on staying in our site experience. We shared that information with our product recommendation team so they could better merchandise the site.”

During this initial ramp-up period DICK’S also started offering free shipping to compete with other retailers and ecommerce sites. Using Medallia surveys and their cart abandonment data, DICK’S determined that the “free shipping” language was confusing, especially for customers interested in oversized items like kayaks and paddle boards. These items still required special handling and, as a result, were excluded from this offer — and that was a turn-off to customers, even those deep in their purchase journey.

“We changed the messaging on those big box items, so the free shipping messaging was suppressed,” Miche says. “And it gave a significant boost to our conversions.”

Improving customer experiences

Beyond these initial learnings and customer experience enhancements, DICK’S has seen considerable improvement to its experience analysis, development, and deployment.

“We can now understand customer priorities better by launching and turning around these surveys with Medallia, then pairing the information with Adobe Analytics insights and matching things like bounce rates and high traffic pages,” Miche says. “We can then pass that information along to these stakeholders — people who deal with cart issues, people who buy products for the site, people who handle messaging — so they can enhance their piece of the customer experience.”

For example, recent surveys have flagged popular products that tend to sell out or not be as readily available. In many cases, DICK'S inventory systems weren't as aware of the issue. More extended sizes, Miche says, tends to be a common survey note, as do popular seasonal products. Once survey results are fielded and analyzed, he can turn this feedback around to the right teams so they can take action — and improve customer satisfaction as a direct result.

"We never want DICK'S to find out there's a problem after the fact," Natalie says, "when it's too late to change the experience."

"When it comes to new launches or changing existing processes and product availability, we're generally acting out of an understanding of what our customer wants and needs — what would make their relationship with us even stronger," Miche says. "So, we just ask — what do customers think about our messaging, our pricing, and how they navigate the site? Do they understand our latest sales promotions? Do they understand price matching and how it benefits them? Then we adjust and improve accordingly."

DICK'S took a similar approach when evaluating recent offers and promotions. In the case of price match, for example, DICK'S used a Medallia abandon survey to assess shoppers' understanding of the company's price match guarantee and one-hour in-store pick up option.

"This helped us decrease exit rates while increasing add-to-cart rates," Miche says. "Bounce rates decreased by 50 basis points and exit rates saw a 40 basis point decrease. We'll definitely keep an eye on that so we can understand and act on any customer issues and ensure this is a great experience for every DICK'S customer."

Medallia

For more information

<https://www.medallia.com>

EVERY SEASON STARTS AT



For more information

<https://www.dickssportinggoods.com>



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