The energy industry is highly regulated. In 2019, the government added new requirements around consumer advertising, requiring prospective customers entering the Constellation site via paid media placements, such as social media, to input their AGL (Atlanta Gas Light) information. AGL works hand-in-hand with Constellation by distributing the natural gas while Constellation is the supplier.

To meet this requirement, the Constellation team added a new enrollment step to their submission process. With this change, the completion rate dropped almost immediately and other key metrics, such as CPA, were also declining.

The goal was to understand exactly what, in addition to the new step, was contributing to this downward trend in metrics and determine a strategy to improve them while also being compliant.

The primary barrier to achieving this goal was that the Constellation team was implementing multiple changes to the paid enrollment funnel when the dip in conversion rate and CPA first began. With various elements in the funnel being tested simultaneously, it was difficult to pinpoint the primary driving force behind the declining metric. Additionally, there were external media factors at play—namely a change in keyword targeting and a pivoting media strategy.

It was not immediately clear what was having the greatest impact. Was it less qualified prospects entering the funnel, or technical inefficiencies in the funnel itself? The team turned to Decibel for answers.

Using Decibel, Constellation quickly identified a number of bottlenecks, which went beyond just the AGL number input requirement, where customers were struggling because they didn’t have the number at hand. There were formatting and programmatic issues throughout the conversion funnel having an impact on enrollment and CPA. It was also noted that the issues were having a greater impact on mobile versus desktop users.

A few key features from Decibel helped to pinpoint these issues.
DXS Scoring
An elevated DXS frustration score was present on multiple pages. These were a result of negative digital customer behaviors such as rapid multiclicking, rapid scrolling and ‘bird’s nest behavior’ – where a user erratically moves their cursor around the screen.

Journey Mapping
Customers were displaying looping behavior, where they moved back and forth between pages rather than progressing through the funnel. The Journey’s visualization instantly surfaced this and helped the team target the pages causing the most confusion.

Session Replays
Observing the funnel in session replays surfaced unresponsive multiclicks on pages and allowed the team to see customer experiences as they happened. This confirmed some earlier hypotheses the team had. Unresponsive multiclicks indicate frustration and are often the result of a broken element or confusion. For example, trying to checkout without completing a mandatory form field.

With these insights in hand, the team got to work on redesigning the funnel to minimize frustration and create a smoother experience overall. Three key changes were:

1. Account look-up took place as soon as the required information was inputted, removing the need for a submit button
2. Mobile pages were shortened
3. Mobile buttons were moved to a sticky footer element

The results of these changes were impressive. Observing changes in key metrics, the team found that:

- Sign-ups overall increased by 23%
- CPA decreased by 25%
- Mobile sign-ups increased by a massive 45%
- CVR went up from 4.85% to 5.77%
- The Step-In to Sign-Up rate increased by 16%

Discovering that the funnel redesign had a significant positive impact on business-critical metrics, the team took a look at how DXS had changed. DXS overall increased by 0.5, from 7.8 to 8.3.

- The Frustration Score decreased by 0.4
- And the Engagement Score went from 3 to 9 - a stunning improvement!

The changes in DXS closely align with the positive results in other key metrics, proving it to be a reliable indicator of positive digital experiences that result in conversion.