



CASE STUDY

Lego

Creating a Friction-Free Checkout
Process with Decibel.

Goal

The LEGO Group was looking to take their established brand and modernize it through exceptional online experiences.

"At the LEGO group, customer experience is very important - from our LEGO® bricks to our online presence."

Tim Murphy,
Leader of Global eCommerce Shopper Experience, LEGO

Tim Murphy, the leader of Global eCommerce Shopper Experience, explains, "Historically, we have always done really well when we create toys. We do lots of user studies and consumer experience research for kids. But, with online, we weren't. In recent years, the LEGO Group has been on an evolution to get the online experience to the forefront."

Having not reevaluated their online checkout process in several years, Tim and his team set out to find a holistic way to evaluate their digital customer journeys and optimize the overall website shopping experience.

Challenge

The LEGO Group was using Adobe Analytics along with basic session replay software and a VOC tool, but together, they were not painting the full picture of online experiences. Tim and his team could not figure out why shoppers were having bad experiences and leaving the checkout flow. "Some of the pain points we've had in the shopper conversion funnel were showing up in analytics and in VOC data, but we were having difficulty identifying what those actual experiences were," explains Tim.

Without knowing why people were leaving the checkout flow, the LEGO Group didn't know where to make changes and focus optimization efforts. In order to get the complete picture of their online customer experience, they needed a tool that could both easily integrate into their existing marketing stack and fill the knowledge gaps in their understanding of user behavior.



The LEGO Group is a privately held, family-owned company with headquarters in Denmark and main offices in the USA, UK, China, and Singapore. Founded in 1932 with the iconic LEGO® brick, the LEGO Group is one of the world's leading manufacturers of play materials.

LEGO found value in Decibel through:



Identifying unresponsive multi-clicks



Using session replays to provide context for NPS scores



Journey visualizations that immediately identified bottlenecks



Deep integrations with Adobe Experience Cloud

Integrations Working Together

To get the behavioral insights that they were missing, the LEGO Group chose to integrate Decibel into their Martech stack. With a two-way integration, the LEGO Group can now create segments within Adobe and then pull those into Decibel for additional insights.



"Decibel was able to show us what we were actually seeing in our web analytics. We were finally able to identify a lot of the pain points that were happening in the checkout process which we never would have known about otherwise."

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These checkout issues were found with the help of both Adobe and Decibel then analyzed through replays, heatmaps, and scroll sessions.

And when it comes to integrating Decibel with the LEGO Group's VoC tool, the benefits are equally as impressive. "If we want to assess the experience of a user who gave a bad NPS score, we can now go in and find that exact session. It's incredible." says Tim Murphy.

Uncovering the Unexpected

"We could see in Adobe Analytics that online shoppers were dropping off at one specific area of the checkout flow, but we didn't know why. Using Decibel, we identified something that we would have never expected to be an issue. We had icons for the different types of credit cards for each country that our online shopper is in."

"Looking at session replays and heatmaps, we discovered that people were multi-clicking on the credit card icons themselves, thinking that they were selecting them, but it wasn't a clickable element. We could see that people were getting frustrated and then leaving. Internally, we thought that it would be common knowledge that you wouldn't need to select anything at this stage in the checkout flow to move forward. Our misconceptions of what is common knowledge came to light here and immediately showed the value of Decibel."



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Experience, LEGO

Quantifying Experience with the Digital Experience Score (DXS)

To help identify and prioritize digital experience issues on the LEGO website, Tim and his team used DXS with funnels and journeys. “DXS is both a way for us to confirm which areas of our website are performing well -and easily identify pain points in the customer journey that we otherwise might not have known about.”

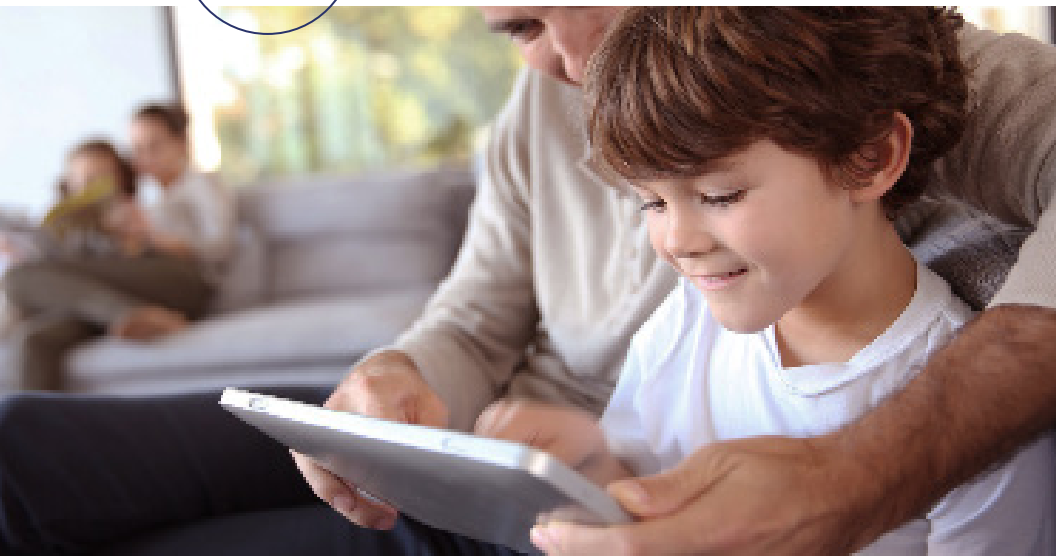
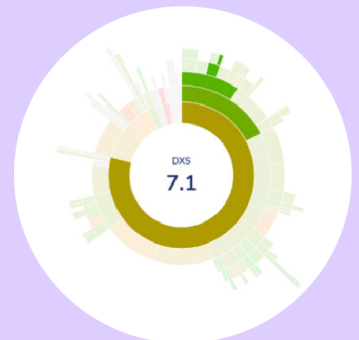
DXS also allowed them to quantify the changes so results could easily be shared with the rest of the organization and the key stakeholders. “We’ve now had Decibel on our website for over two years, and it provides data and insights that we wouldn’t be able to access in any other tool. There are always politics of making a change within a large organization; you have to quantify it.” says Tim. .

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Immediately see the
quality of experiences on
any customer journey with
Decibel's Journey Discover



Decibel helps organizations make every digital experience effortless. We're the only analytics software in the world that can identify, score, and prioritize every online user experience impacting conversion, sales, and loyalty across your website and apps. Our forensic tools then get to the root cause so you can troubleshoot, validate hypotheses, and find the fastest

path to resolution. The world's leading brands—including Fidelity, Lego, and British Airways—harness Decibel for better conversions, more sales, and increased customer loyalty across their digital offerings. Optimizing digital experiences has never been this easy.



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