ASDA

CASE STUDY

Driving Internal Adoption of Medallia DXA Key to Website Success

> Medallia Digital Experience Analytics (DXA) enabled us to bring the customer journey to life. Through using Medallia DXA, we could watch real customers interacting with our Christmas proposition, and then optimise that journey to reduce any future frustration.

Jennie Rainford
eCommerce Development &
Optimization Analyst, Asda

Medallia

Insights Uncovered

Bird's nesting, looping and
unresponsive multi-click behaviours
on the book-a-slot calendar

Unresponsive multi-clicks on the
Christmas category page

Confusion when looking for
booking instructions, resulting
in looping behaviour

**Key for us with
Medallia DXA has been
using and understanding
what the tool can do and
matching that up with the
correct processes and
colleagues internally.**

Jennie Rainford,
eCommerce Development &
Optimisation Analyst, Asda

Challenge

When it comes to online grocery shopping, convenience
and speed rank highest in terms of importance. Jennie
Rainford, eCommerce Development & Optimisation Analyst
at Asda, could not agree more. The online grocery team
are responsible for supporting over 700,000 online
grocery customers per week. To deliver on this demand,
the team needs to understand how online grocery
customers are interacting with their website. Their core
focus is around delivering the best online ordering
experience for customers, which required a solution
that could provide deep online behavioural insights to
understand the end-to-end customer journey.

Asda selected Medallia DXA to assist with this
project due to their innovative technology and
customer-first approach. The team wanted to
provide a better mobile experience for customers
and required buy-in from all stakeholders to embed
Medallia DXA technology within their processes.

Putting Medallia DXA
to the Test

Christmas is a busy time of year for all retailers. For the
Online Grocery team, the build-up to Christmas starts
early, as they plan web activity around delivering a great
customer experience. The Online Grocery team – including
analytics, web merchandising and activity – met on a
weekly basis to review the Christmas customer journey.
Medallia DXA formed a key part of this, allowing the teams
to identify the pain points experienced by customers,
which enabled them to quickly provide solutions.

Some of the insights uncovered by Medallia DXA included:

- **Customers facing challenges with the booking slot
  calendar, characterised by bird's nesting, looping and
  unresponsive multi-click behaviours**

- **Customers attempting to select icons on the Christmas category page that were part of the page design, which was shown in a number of unresponsive multi-clicks**
- **Customers were confused when looking for booking instructions, resulting in looping behaviour**

Asda was able to view session replays to fully understand the impact of these obstacles in the customer journey and make adjustments in real-time.

The insight gathered from these sessions, along with the session replays, allowed the team to not only react much quicker to real customer experiences, but was also useful in engaging the wider business by demonstrating how customers were shopping with Asda.

Uncovering the Full Value of Medallia DXA

With Medallia DXA fully implemented and established processes in place, it was very clear to the team what parts of the customer journey were working successfully, and which still required improvement. High adoption across relevant teams along with improved communications and processes made the impact of Medallia DXA data even greater.

Jennie credits some key actions that made Medallia DXA a strategic tool for the wider business not just the online team. These include:

- **Meeting regularly to optimise the tool and ensure best results**
- **Ongoing training to maximise usage and value from the platform**
- **Sharing Medallia DXA results across the business to ensure adoption**

Through high-quality, regular communication, Asda was able to partner with Medallia DXA to provide a trusted solution. Jennie likes that Medallia DXA continuously challenges the team to maximise the value they are receiving by utilising many product features.

Looking Ahead

As Asda continues to develop its online grocery proposition, Medallia DXA continues to be a key part of that journey, ensuring they get the best from the tool and utilise user insights to make the customer experience the best it can be.

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. Medallia.com

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