



Listening to the customer voice.

RS Components combines attitudinal and behavioral data with Verint ForeSee and Adobe Analytics to learn how to improve customer experiences.



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Andrew Morris, Head of Global Insight, RS Components

SOLUTION

Adobe Experience Cloud, including the Adobe Analytics and Adobe Audience Manager solutions within Adobe Analytics Cloud and the Adobe Campaign and Adobe Target solutions within Adobe Marketing Cloud

Verint ForeSee

RESULTS



UNDERSTAND CUSTOMER NEEDS by breaking down silos between attitudinal and behavioral data

4x

RETURN on remarketing ad spend and 2x conversion by targeting based on customer satisfaction



REDUCED DROP OUT RATES by using feedback and analytics to guide improvements to customer journeys

12%

Uplift in revenue from product recommendations by using customer satisfaction data to help **PERSONALIZE CONTENT**



RS Components

Established in 1937

Corby, United Kingdom

<http://uk.rs-online.com>

Partner

Verint ForeSee

www.foresee.com

CHALLENGES

- Deliver great digital experiences across complex customer segments
- Compete with other major online suppliers by maintaining loyal and happy customers
- Avoid fragmented data ecosystems that can make it more difficult to create understandable and actionable data

USE CASES

- Customer Intelligence
- Personalized Experiences

Nurturing happy and loyal customers

Companies understand that satisfied, loyal customers are critical to the bottom line. When people are happy with a business, they want it to succeed and they also tend to use fewer customer service resources. While measuring customer satisfaction is nothing new, more companies want to go deeper in their understanding about why customers are happy or unhappy, and how to best meet their needs.

Its commitment to customer experience is one reason that RS Components is one of the world's largest electronics distributors, with an annual revenue of over £1.7 billion. As the trading brand for Electrocomponents plc in the United Kingdom, Europe, and Asia-Pacific, the company sells roughly half a million types of electrical and electronic components and tools, primarily to manufacturers and other businesses.

RS Components has maintained tremendous growth not only through its quality service and large range of products, but also because the company has embraced online sales. About 70% of the company's business revenue comes through digital channels. It's clearly a critical channel for the company, and one that faces strong competition from companies such as Amazon that are moving more into the business-to-business market.

"We try to benchmark our customer satisfaction measurements (CSAT) against B2C companies, as they tend to be more mature in terms of analytics and capabilities," says Andrew Morris, Head of Global Insight at RS Components. "One reason for this is that B2B selling is often more complex compared to selling to individual consumers, involving multiple touchpoints and people in varying roles. We need to understand what every type of website visitor is trying to do and how we can make their digital experiences positive."

Bridging siloes between digital analytics and customer satisfaction

RS Components believes in looking at the customer experience from two key perspectives: what people are doing and why. Behavioral data looks at things like what customers do on a site, their searches, and other activities. Using Adobe Experience Cloud solutions, the digital analytics team at RS Components gains a greater understanding of its customers' behavior. The Adobe Analytics solution within Adobe Analytics Cloud measures this behavioral data and pushes it into Adobe Audience Manager to create detailed audience segments. RS Components then uses these audiences for targeted marketing both on the website with Adobe Target and across other digital channels with Adobe Campaign, both part of Adobe Marketing Cloud.

Attitudinal data, on the other hand, looks at customer behavior more from the perspective of "why". It wants to know why a customer took a certain action to understand customers' needs, intentions, and perceptions of their experiences. This data is only gained by asking for feedback and working to understand how customers feel.



“By looking at the voice of the customer alongside customer behaviors, we can get insights much faster and quickly improve the customer journey for greater returns.”

Andrew Morris, Head of Global Insight, RS Components

RS Components decided to look at ForeSee to measure customer satisfaction—including opinions about navigation, products, and site performance. ForeSee’s Feedback tool not only helps customer experience teams understand the voice of the customer and improve CSAT, but it can lead to actionable advice about specific digital experience issues, such as a button not operating correctly or an image not working.

Since many of the website’s visitors are engineers, RS Components often receives detailed feedback, even relating to coding on the site for example. This means that IT teams spend less time troubleshooting problems and can apply feedback much faster.

Traditionally, teams at RS Components worked in silos, with customer experience teams only looking at attitudinal data and digital analytics teams focusing on behavioral data. With the implementation of ForeSee alongside Adobe Analytics, RS Components also gave its digital analytics team access and visibility to attitudinal data, providing all teams with a unified picture of customer experiences and journeys.

“We want to avoid fragmentation of our data ecosystems,” says Morris. “We chose Verint ForeSee to bring in the voice of the customer because it integrated with Adobe. Using ForeSee and Adobe Analytics together, we not only understand what our customers do but we know how they feel, which helps us increase their satisfaction. With the benefits we’re seeing, it seems only natural to integrate behavioral and attitudinal data together.”

Improving customer journeys

Two of the company’s biggest audiences are engineers and buyers, and their behaviors on the website are quite different. Engineers research and download information, whereas buyers add products to the basket to complete a purchase.

By combining behavioral data from Adobe Analytics with the attitudinal data from ForeSee, RS Components determined that CSAT levels could vary quite dramatically between the different audiences. Overall, engineers tended to be much happier than the buyers, indicating that the customer experience team needed to focus on ways to improve the purchase process.

Looking at the combined data also helped RS Components focus on improvements to the site search function. With half a million products on the website, customers often said that searching for products was too complicated. But after combining this feedback with Adobe Analytics segmentation data and ForeSee’s Priority Index modeling tool, customer experience teams realized that only certain audiences were encountering problems, and then worked to simplify search.

Teams also used ForeSee’s Replay tool to watch video replays of users’ individual online sessions to better understand what customers were doing, where they were looking, and what caused them to have troubles with their searches.



“Using the integration between Verint ForeSee and Adobe Experience Cloud, we’re seeing better insights and returns. We’re no longer just reacting to customer experiences, but proactively predicting and developing personalized experiences that will help our brand stay competitive for years.”

Andrew Morris, Head of Digital Insight Delivery, RS Components

“The voice of the customer doesn’t always tell you what triggered dissatisfaction,” says Morris. “A customer might send feedback that they can’t find what they’re looking for in search but not list all of the search terms that they tried. Conversely, behavioral data may show that basket abandonment rate is rising, but not why. By looking at the voice of the customer alongside customer behaviors, we can get insights much faster and quickly improve the customer journey for greater returns.”

Understanding translates into higher returns

By understanding the CSAT score using CX Measurement with ForeSee, RS Components is also improving returns on its advertising spend. The marketing team typically uses remarketing advertising campaigns to remind visitors who have abandoned their baskets to return to RS Components. By pulling the CSAT score information from ForeSee into Adobe Audience Manager, marketers built up simple segments categorizing visitors depending on their scores. Testing showed that visitors with low CSAT scores had dramatically lower return rates compared to happy or neutral customers.

RS Components fed this information into Adobe Campaign and assigned low CSAT audiences as a low priority audience. This directed Campaign to spend more on higher-priority audiences and lower spending on low CSAT audiences. As a result, marketers improved spend efficiency, doubled overall conversion rate on remarketing campaigns, and drove a 400% return on advertising spend.

Maintaining brand health with CSAT

Leveraging the integration between ForeSee and Adobe solutions, more teams are seeing the advantage of acknowledging both attitudinal and behavioral analytics to improve customer experiences and revenue. Because analysts no longer need to combine data manually, the unified data is more readily available to help more people—about 700 staff across the company, including digital product owners, content authors, website developers, and customer service managers—make better decisions.

By analyzing relationships between CSAT and revenue, RS Components discovered that a two-point difference in CSAT leads to almost double the conversion rates for some products. CSAT is now an important bonus target metric for the company, displayed prominently alongside conversion rates, sales revenue, and stock availability in the London head office. By helping executives understand the impact of using attitudinal and behavioral data together, the analytics team can also justify further investment in digital initiatives.

RS Components plans to expand its use of both ForeSee and Adobe solutions to deliver more personalized experiences and recommendations across touchpoints. Initial results from personalization have been strong. By combining ForeSee data with advanced data science models, Adobe Target is delivering better product recommendations that capture the attention of visitors. The combined work has helped improve revenue from product recommendations up to 12%.

SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Analytics Cloud

- Adobe Analytics
 - Analysis Workspace
 - Report Builder
- Adobe Audience Manager
 - Identity Management

Adobe Marketing Cloud

- Adobe Campaign
 - Campaign Management
- Adobe Target Premium
 - Automated Personalization

Verint ForeSee

- ForeSee CX Measurement
- ForeSee CX Priority Index
- ForeSee Feedback
- ForeSee Replay

For more information

www.adobe.com/data-analytics-cloud.html

www.adobe.com/marketing-cloud.html

www.foresee.com

www.adobeexchange.com/experiencecloud.details.100093:foresee-feedback-to-adobe-analytics-integration.html

The company is also looking to taking advantage of Intelligent Alerts and Anomaly Detection, two capabilities in Adobe Analytics powered by Adobe Sensei, Adobe's artificial intelligence and machine learning technology. By using these capabilities to recognize deviations and alert teams to changes in revenue, orders, or conversion rates, teams can spend less time manually scouring data for discrepancies and more time looking for ways to add value to the digital experience.

"While metrics such as conversion rates can tell us about the short-term health of our brand, customer satisfaction reflects long-term health that can inform all future interactions with a customer," says Morris. "Using the integration between Verint ForeSee and Adobe Experience Cloud, we're seeing better insights and returns. We're no longer just reacting to customer experiences, but proactively predicting and developing personalized experiences that will help our brand stay competitive for years."

