UserReplay®
Customer Experience Replayed

" We can actually watch and validate
the user interaction and behaviour."

Mike Austin, VP of Ecommerce Technology at Rooms To Go

ROOMS TO GO®

Rooms To Go is a major US independent furniture retailer. The company employs nearly 7000 members of staff across 11 US states and turning over $1.5 Billion in sales, annually.

Since its inception in 1991, **Rooms To Go** has offered customers the opportunity to purchase an entire room for their home; everything from furniture, accessories right down to décor items is made available. To compliment the customer focused in-store experience, **Rooms To Go** provides a sophisticated online operation.

The Challenge

With such a strong brick and mortar shopping experience, the challenge for **Rooms To Go** is to create and maintain an easy to use, effective, emotionally rewarding digital journey that complements the showroom and the experience people have in store.

To provide that experience, an understanding of the entire customer journey has to be gained and the team need to stitch together engagements and interactions from multiple sites, devices and channels.

A flexible data model is imperative, as it needs to evolve in-line with customer behaviour and the teams learning. Customer context is also critical, as it allows the team to understand user behaviour and removes the fragility of making decisions based on assumptions. Only by gaining maturity in these areas can the **Rooms To Go** team become immersed in the customer relationship.

" For Rooms To Go, the customer becomes part of the solution to the challenges the company faces. By drawing on the customer struggle data we have from UserReplay, we can action changes to interact at a point where we can make a difference to the customer and revenue " Mike Austin, VP of Ecommerce Technology at Rooms To Go

The Solution

Tackling a challenge of this scale takes more than just technology: it takes the right people, process, stakeholder support and mix of technologies.

UserReplay supports the CX, Customer Services and IT teams by validating and diagnosing issues customers or groups of customers are having. By providing feedback on the actual journeys, as to the scale and the monetary cost of the issues, **UserReplay** helps the customer service team interact at the point of struggle and the IT team prioritize resolution based on monetary impact.

The Technical Landscape

The solution implemented includes a suite of innovative tools that together provide actionable data.

- ► **CUSTOMER DATA MODEL** - Using Tealium AudienceStream, **Rooms To Go** creates a customer-oriented journey database that can "stitch" customer interactions across time, device and channels. Visitor based "Badging" and Customer Experience "Rules" in Tealium AudienceStream will keep tooling at a level where changes can be made quickly and revised.

- ► **CONNECT** - **Rooms to Go** uses Mulesoft API to stitch Omni-channel interactions and visitor keys to Tealium AudienceStream.

- ► **CAPTURE**/**INTERPRET USER BEHAVIOUR** - In **UserReplay**, **Rooms to Go** captures 100% of customers' journeys and validate behavior by setting events and analyzing patterns with machine learning. By Identifying customer struggle/success, in real- time and at important journey points, **Rooms To Go** identifies when time-sensitive interaction is needed.

- ► **CONNECT** - Use Mulesoft API to move events from **UserReplay** to Tealium AudienceStream in near real-time journey attribution.

- ► **ACTIONABLE TRIAGE** - At the exact moment that struggle is detected **UserReplay** elevates that journey point enabling **Rooms To Go** to engage the customer effectively through their live chat tool, INSIDE by Powerfront.

- ► **CONNECT**- Using Tealium IQ to move events from Tealium AudienceStream to INSIDE Chat floor.

- ► **ASSESS WITH FEEDBACK LOOPS** - Conversion and Abandonment are tracked by Tealium AudienceStream at the visitor level and can be re-engaged and analyzed for further action - i.e. **How did it turn out**?

- ► **CONNECT** - Using Mulesoft API to record journey behavior to BI and Splunk for formal and ad-hoc analysis.

- ► **CONNECTED TEAMS** - Cross-departmental **Rooms To Go** teams including DevOps, Data Providers, Architects, Marketing and Sales are all actively involved in Customer Experience. Supported by CX and Journey Analytics experts Ebiquity and technology partners **UserReplay**, Tealium, Mulesoft/Splunk and Powerfront.

" We can actually watch, validate and act on the customer interaction and behaviour, in real-time."

Mike Austin
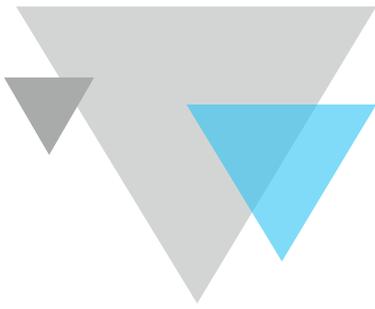
UserReplay

Understanding User Behavior

By utilizing **UserReplay**'s Customer Experience Analytics and Machine Learning capability, **Rooms To Go** can associate behaviors with customer events.

"Everyone is different, and our customers have a lot of questions on style and fit. By detecting struggle alerts with **UserReplay** events we then inform the customer journey data model. As we know the context and the nature of the struggle, the customer service team can instantly reach out and deliver the best contextualized experience"
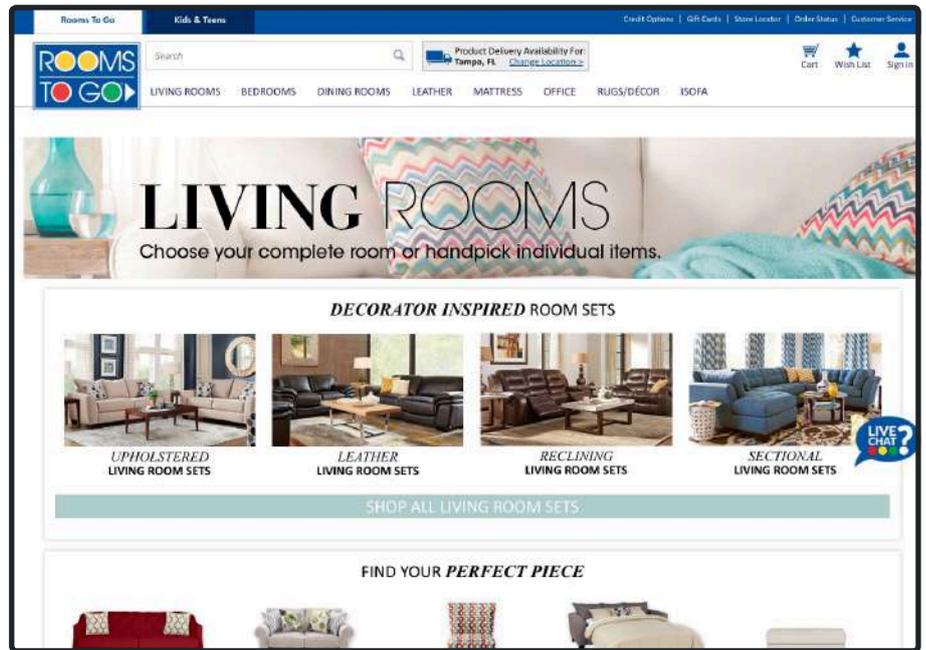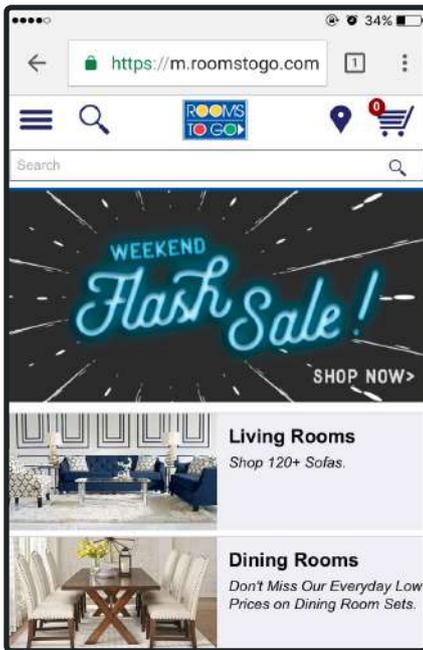
UserReplay provides the business with high quality granular customer experience information that integrates seamlessly into their tool suite (Tealium, Powerfront & Mulesoft API) ensuring there is a flow of relevant data between systems.

This customer-centric approach to integrating various technologies provides **Rooms To Go** with that all important single view of the customer.

"The offline and the online customer journey are inextricably inter-woven, and it is impossible to understand the context of the customer journey, without a clear and concise understanding of both. This is our vision and **UserReplay** is an important element of that vision."

As well as monitoring behaviors like adding to cart or checking out, **Rooms To Go** teams are also monitoring more subtle behavior that effects conversion.

"With **UserReplay** we identified that an upsell promotion was delivering misleading results due to the way it was displayed. We were not making it as easy for people as we should which resulted in many removing the items. We could only discover this customer behaviour with **UserReplay**."

> "We are putting the insights to work as soon as possible, to help us make sofa dollars by increasing online conversion."

Results and Next Steps

Actionable real-time information is key to **Rooms To Go** delivering a high-quality online customer experience and value back to the business. The insights delivered are actionable and truly enhance their online product and customer service.

In the future, the **Rooms To Go** team aims to make the CX interactions "portable" meaning they can be stored by a customer or used by an associate to enhance the customer experience throughout the journey.

UserReplay in Action

UserReplay's Customer Experience Analytics discovers the pipeline of hidden revenue opportunities by revealing the online struggles that stop customers converting. Through its advanced analytics and machine learning, it discovers and quantifies the scale of the segments affected by the struggle and reveals its impact on revenue, helping teams prioritize improvements based on value to the business.

If you want to learn more about how UserReplay can integrate into your digital intelligence strategy contact us for a chat and demo.

UserReplay

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