

# Taking the guesswork out of continuous website improvement



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Ageas has transformed its website optimization thanks to SessionCam's Customer Struggle Score

- ☑ Sophisticated algorithm works with real visitor data
- ☑ Spots exactly where customers struggle
- ☑ Analyses over 100 different signals from user behavior
- ☑ Prioritizes website problems by criticality
- ☑ Continually learns as it works

**Interview with John Crichton,  
Head of Ecommerce**





# THE BUSINESS CHALLENGE

Insurance is a hugely competitive market. Price differentials can be tiny, and it's easy for customers to compare prices online, to buy or to switch. Meanwhile, insurers are managing vast volumes of data while under pressure to convert clicks to policies as efficiently as possible.



## WHY SESSIONCAM WAS CHOSEN

John Crichton installed SessionCam in 2012. He looked at other products too, but SessionCam offered the best package overall: "The user replay aspect is stronger, and the heatmaps are far easier to use. We've since started using SessionCam's consultancy services, too, but the real winner has been the introduction of the Customer Struggle Score – that's become very important to us."

*"SessionCam tells us about problems we didn't even know we had."*



## HOW SESSIONCAM HAS TRANSFORMED ANALYTICS

"We'd been using Google Analytics to see where users dropped off the site," says John Crichton, "but we had no idea *why* – so we had to rely on multiple technologies plus a lot of opinion and guesswork. That wasted a lot of time and effort.

"With SessionCam, we can sit and watch people scrolling around, clicking, and typing into fields on the website. It's highlighted UX problems which lay in our court, but it's also revealed some extraordinary user behavior – things you'd never guess people would try to do.

"SessionCam has become an integral part of our website improvement program – we use it every day. We can go straight to the Customer Struggle Score and see exactly where the blocks in the funnel are, and why."

**Heatmaps** pinpoint precisely *where* on the page customers are struggling.

**Session replays** show exactly *what* they're doing and *why* they're struggling.

**Customer Struggle Score** (0 is low, 5 is high) ranks user problems in order of urgency - then one click takes you to a video of an example customer struggle.

"Before, we couldn't differentiate between users who were struggling with the website and users who dropped off for their own reasons – perhaps if they didn't qualify, or didn't like the price," says John Crichton. "Now, we only spend time on the real issues, which means we can be a very lean and effective team."

### Key results

Customer Struggle Score for a leading Ageas partner's 'Before you Start' page:

Before changes made **3.5**

After changes made **2.2**

Page-on-page progression **▲11%**

Return on investment **2,700%**  
(Over a 3-month period)

