



See Content

CASE STUDY

Fortune 500 Retail Chain Enhances Buy Online Pick Up In Store with Quantum Metric

Supporting a Modern Web Architecture

The team at the major retailer was looking for a solution that could support their web framework, React, as well as their single-page architecture application. The previous toolset to surface customer insights was slow and causing usability issues, leading to a low adoption rate across the organization. When the team discovered Quantum Metric, they found that it was the only solution that worked with single-page architecture.

“The capabilities of Quantum Metric were better than anything we had seen to date,” said the Vice President, E-commerce Product Management at the company. “We used to have to fish for information but now we can proactively review opportunities with the alerts and dashboards in Quantum Metric. Product and engineering teams use the platform daily to review any critical system or experience issues on a daily basis.”



My team is responsible for launching a product or feature that delivers the necessary experience our customers need to solve their problems. Quantum Metric is one of the key solutions in our overall iteration process which helps us review customer interactions at a page level.



Helping Product Teams Prioritize Customer Needs

The team had planned to optimize their reserve online pickup in store process. Once Covid-19 hit, the program was fast-tracked and the team had to quickly roll out buy-online and curbside features to address new shopping constraints. To help accelerate the implementation, the team set up a dashboard in Quantum Metric to understand how users were interacting with the new features.

“The platform surfaced an opportunity with our global header where customers were converting at a lower rate if it noted that store pickup was unavailable for the customer’s selected location—but other stores were available. We are now testing messaging to clarify that they can select another store for pickup,” said the VP.

The Age of the Consumer

Consumers are always looking for validation, and reviews drive the modern purchase process. “We want to collect as many ratings and reviews on our products but we noticed in Quantum Metric that our mandatory 'nickname' field was causing them to abandon, we could see their behavior. So we removed that field and reviews have gone up by about 10%.”



Quantum Metric helps us smooth digital operations and monitoring, continuously improve our product experiences, and enable agility in cross-functional processes.

