



## Case study

# How Bass Pro Shops turned out-of-stocks into new opportunities

For Bass Pro Shops, out-of-stock product pages became an opportunity to improve the customer experience. As an organization that prides itself on helping people to feel comfortable and safe in the great outdoors, it's important that customers can find the items they need without any additional friction.

Bass Pro Shops determined that they could boost overall conversion rate and revenue, as well as reduce churn, if they helped customers easily find alternative products.



As North America's premier outdoor and conservation company, Bass Pro Shops focuses on inspiring everyone to enjoy, love, and conserve the outdoors. The retailer decided to partner with Quantum Metric to ensure that their digital experience was seamless and created every opportunity for consumers to find the items they need to enjoy the great outdoors.

### **Understanding and empathizing with the customer**

Bass Pro Shop's digital team noticed a high bounce rate on their site, especially search traffic from Google. Using Quantum Metric, they discovered that customers were directed to product pages for out-of-stock items.

Due to increases in demand and the world's supply chain crunch, out-of-stock issues have become more common. They needed to create a solution for when similar out-of-stock issues occurred down the line.



## **Making a hypothesis and testing new experience features**

Bass Pro Shops wondered if enabling alternative product recommendations for when an item was out-of-stock would boost conversions and customer loyalty. They posed the following hypothesis: What if we could intercept these customers and push them to a substitute “published” product page via a modal instead?

Using the Quantum Metric platform, Bass Pro Shops quantified how many users were impacted and performed an A/B test to test their hypothesis.

## **Improving outcomes for the customer and the business.**

The A/B test proved adding a “Shop Similar Items” button led to an 8% uplift in conversion rate, suggesting that when customers are offered alternate items when the one they are looking for is out-of-stock, they are less likely to leave Bass Pro Shops’ website.

It also suggests that customers aren’t always brand-loyalist and in many cases are open to buying alternative products if they also meet their needs. Bass Pro Shops ability to test and uncover new ways to meet customer needs correlated to millions in incremental top line revenue annually.



**Since working with Quantum Metric, we’ve been able to discover new opportunities in the customer journey that meaningfully improve the customer experience, while also boosting revenue. Quantum Metric has helped us understand that seemingly small UX design choices can have an outsized impact on customer satisfaction.**

**— Doug Cadmus**

Senior Manager of E-commerce at Bass Pro Shops.



**Watch a demo to see how top retail brands use Quantum Metric to drive customer-centric experiences.**

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