



Case study

How Vista is building global customer-centricity.

As the leading design and marketing partner to small businesses, Vista set out to transform its global customer experience. Working with Quantum Metric, the company was able to build clarity on customers' evolving needs and establish a new cross-organizational approach to customer-centricity.

Building a complete customer experience.

For Vista, formerly Vistaprint, every step of the customer experience is just as important as the sale itself. Known for its self-service and supported design services, the company reaches multiple audiences, from the small business owner looking to build promotional materials, to the mom designing holiday cards for her family.



For us, it's about building and supporting the creative experience," said Dr. Basti Klapdor EVP and Chief Data Officer at Vista. "We support customers coming from a number of different perspectives and bringing different goals, needs and expectations. It's imperative that we are able to meet each of them where they are."

Focused on being the one of the world's leading digital analytics-driven companies, Klapdor and his team use a number of data domains in order to view the customer experience from multiple perspectives.

The goal? To create a comprehensive understanding of the end-to-end customer journey and identify how different moments influence customer behavior. Everything from pre-purchase marketing, through the site and studio experience, and into post-purchase once the product has arrived at their door.

The replatforming project.

A true realization of the end-to-end customer journey requires universal understanding and access to customer insights to ensure a single version of the truth. When it came to their site analytics, the Vista team knew there was a missing link between their typical web data, (traffic, conversions, sales, etc.) and the individual customer experiences.



We struggled to understand the impact of individual customer experiences on our business. How did their frustration impact their desire to continue with a project or the likelihood that they would return in the future?" Klapdor noted. "How do we keep customers and better predict the demands we need to stay ahead of?"

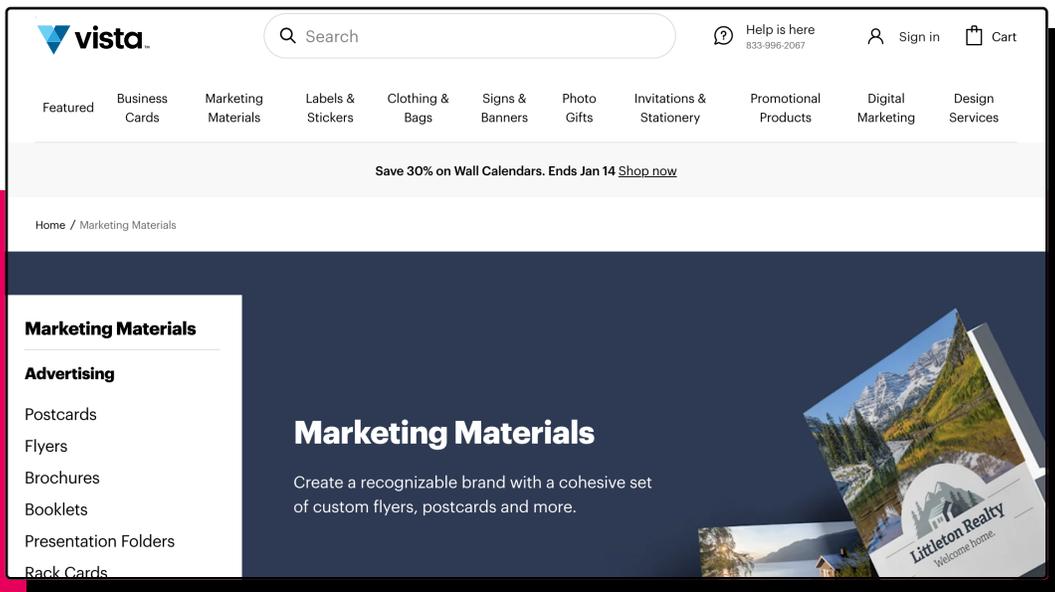
As part of its continuing digitisation process, Vista undertook a global replatforming initiative. To maximise its effectiveness, Vista partnered with Quantum Metric to establish a view of the customer experience that connected their site analytics to individual customer experiences. This helped teams not just understand, but actively empathize with customer frustrations and quantify the impact of the issue on the overall business.

Using Quantum Metric's session replay, the Vista team could see exactly where customers were struggling, including unexpected friction points that resulted from designs or technical errors. Since many of the platform's features are geographically agnostic, Vista was able to easily resolve customer friction points at scale as it launches its new site across regions.



Working with Quantum Metric, we've been able to provide the same level of technical support globally, regardless of our team make-up in each region," explained Drew Forster, director of analytics at Vista. "This allows us to identify issues and make changes on a global scale, rather than having to put in the time and resources to make individual changes in different markets."

Using customer insight from smaller pilot launches, the organization felt more prepared for rollouts in larger geographies, such as the UK and Canada. For example, in Australia, Vista saw the number of customers who cited high satisfaction on the website double between Q4, 2020 and Q1, 2021. Insights are also helping prepare the team for the replatforming of the U.S. site early next year, where it will need to accommodate the highest volume of users.



Creating a customer-centric culture that lasts long after the replatform.

Using Quantum Metric, Vista was able to open up access to site analytics to everyone in the organization, easing conversations between teams managing the global replatforming and those in other departments.

According to Forster, it has helped teams align on how to measure the impact of customer insights and set priorities. It has allowed teams to center their decisions on the customer and help everyone speak the same language.

Vista's analytics team now sends weekly reports across the organization regarding customer satisfaction. These OSAT reports, as they are noted internally, are contextualized through Quantum Metric's session replay, helping teams to easily empathize and prioritize customer needs.



Using Quantum Metric's session replay tool, we are able to match customer feedback from our surveys with actual customer session to see the pain points in the experience firsthand," noted Kathleen Walsh, product director at Vista. **"This helps our Product Management, UX Design, and Engineering teams come together to build a meaningful solution."**

Vista's partnership with Quantum Metric also helped establish new internal processes that will guide the continued optimization of its offerings, including 99designs by Vista, moving forward.



The support that Quantum Metric provides in training and onboarding has helped us to give members across the organization the ability to access and use the platform," said Hasnene Goulam, digital analytics lead at Vista. **"Our goal is to take the insights and learnings from our replatforming and apply it to other areas and new site offerings."**