



## Case study

# How Vitacost empowers a fully digital customer experience with Quantum Metric.

## A brand with a mission.

For over 25 years, Vitacost.com has sold vitamins, supplements, and various organic grocery products priced to make healthy living both accessible and affordable for everyone. Although Vitacost operates online, the retailer's mission was founded on creating a tailored experience that makes the consumer feel as seen and supported as they would shopping in store.

Working with Quantum Metric, Vitacost was able to deepen their understanding of the customer and rapidly expand the use of customer-centric insights across roles to build true organizational alignment.



## Keeping the customer at the heart of the business.

Vitacost.com became a leading destination for natural, organic, and sustainable products by taking a customer-first approach to building their digital experiences. Implementing the latest customer experience technologies allowed them to listen to their customers and gather an influx of feedback. To make the most of their insights, Vitacost needed a solution that would enable them to continue to grow their understanding of customer needs, while also providing context on the “why” behind what was and wasn’t working in their digital shopping experience.

## Using Quantum Metric to align teams around a common goal.

Before Quantum Metric, Vitacost had a more manual process for business prioritization and their existing technologies didn’t allow developers to dig deep enough to understand the root of their problems. After evaluation, the Vitacost team recognized that Quantum Metric was the ideal technology to add to their current stack.

Since implementing Quantum Metric, Vitacost has seen immediate alignment not only from their developers, but across the entire organization. Members of the digital team across all roles and responsibilities are not only registered users of the platform, but actively engage with it on a weekly basis.



The Quantum Metric interface is highly intuitive which shortened the learning curve and allowed our business to quickly benefit from the platform. We’ve got customer service reps, PMs, marketers, UI/UX designers, and developers all utilizing the broad portfolio of Quantum Metric features.

— **Guy Burgstahler**

General Manager of Vitacost



## Vizualizing and prioritizing the customer experience.

Vitacost now uses real-time session replay and heat mapping to watch how customers navigated through the product and idenitfy potential errors.

This has been critical for areas of the customer journey such as checkout, where Quantum Metric was able to uncover a barrier for users that had previously saved credit cards and were looking to use a new form of payment. A technical error was found to be blocking these customers from completeing their payment. With the right understanding and a simple fix, Vitacost saw a 24% increase in conversions related to this segment of shoppers.

Armed with the right visualizations in hand, the Vitacost team has been able to confidently quantify the impact of potential business opportunities and prioritize updates based on what would most benefit the business' bottom line, from small bug fixes to major design improvements.



Quantum Metric has streamlined our prioritization and workflow process by providing key data points regarding revenue, and order volume potential related to conversion barriers within our site experience. The accuracy of their forecasting algorithm is incredible, producing an already significant ROI since implementation.

— **Guy Burgstahler**

General Manager of Vitacost

