Fortune 100 healthcare company chooses UserZoom to listen to the voice of their customers, understand how they use the site and to improve the website navigation

Overview

The company featured in this case study is a national leader of health benefits offering a broad range of health insurance products and related services. It is ranked on the 2012 Fortune 100, a list of America's largest companies.

Note: Since healthcare is a heavily regulated industry, we cannot reveal the name of the company covered by this case study. For convenience, we'll be referring to this company as “the Company” from now on in the case study.

Complex needs of a diverse website

As any large organization, this healthcare company deals with a number of different groups of people. They have public websites to support customers who have the Company’s insurance, healthcare providers such as doctors and hospitals, and brokers who sell insurance on the Company’s behalf.

The challenge for the Company was to figure out what each group of people was trying to accomplish on their site and to gain insight into their successes and struggles.

Understanding their customers’ needs and success rates would enable the Company to improve online task completion, resulting in the reduction of expensive calls to the call center.

UserZoom: A perfect fit

These challenges were addressed with the flexibility of UserZoom’s all-in-one solution to test, measure and improve customer experience. When the Company’s Human Factors Engineering Team was examining tools for conducting voice of customer surveys and remote usability testing, they looked at a number of different solutions. UserZoom, with a wide variety of tools, seemed like a solution that could consolidate a lot of what they were doing.

“We were using a separate tool for surveys, a separate tool for card sorting and a separate tool for intercepts. With UserZoom it looked like we could get it all in one package, which was attractive.” - David C., User Experience Designer at the Company who manages Human Factors Engineering Team.
The Company has been using UserZoom primarily for conducting voice of customer studies, intercept surveys and card sorting. Next on their agenda is to test drive UserZoom for conducting task-based remote usability testing and mobile UX research.

“Until we bought UserZoom about a year and half ago, we had been conducting all our usability research in a lab,” says David. “We didn’t go into the field much. As such, we thought that remote usability testing might be very useful,” he adds. “It would reach people where and when they are naturally using the Company’s applications and get feedback in a more natural environment.”

**Better insight into the online experience and intent of site visitors**

With UserZoom’s Voice of Customer solution, the Company can now obtain valuable information about who their users are, and what they intend to accomplish while visiting the website. This also enables them to find out whether their site visitors are successful in completing online tasks and reveals the reasons behind unsuccessful site visits.

In a recent voice of customer study, the Company’s team tried to find out what healthcare professionals were trying to accomplish on the public healthcare section of their site, as opposed to the secure login section. After running the study with UserZoom, they found out that 50% of the professionals were coming there to login into the secure section and 30% were coming there for other reasons.

“So we were looking at what those other reasons were and were trying to see if we needed to change the navigation or to build a public version of the website for healthcare professionals. We wanted to enable them to access what they wanted on a self-service basis instead of having to contact our support centers,” says David. They also wanted to find out whether users thought they were able to achieve their goals after vising the website. “As a result, we found that we could do a lot better in helping healthcare professionals find what they need.”

“These findings were very important to our company,” says David. “Healthcare professionals, such as doctors, dentists and pharmacists, depend on a smooth interaction with our company to conduct their daily business,” he continues. “The easier we make it for them, the easier it is for everyone - the patients, the doctors, and us.”

**Using Intercept Surveys to get more feedback**

By utilizing UserZoom’s online surveys with an intercept layer, the Company was able to automatically intercept site visitors and ask them to participate in a survey after visiting the site.

Intercept surveys allowed them to collect responses of up to 1,000 people, which gave the research team a lot more confidence.
“Intercept surveys are very valuable in giving us some very hard statistics and specific feedback that helps us to determine where minute problems exist and potentially can be fixed,” says David. “Sometimes we miss that with the task-based approach where we can handle only 4 or 5 tasks that we test in a lab,” he adds.

**Improved website navigation through Card Sorting**

Card sorting is a technique that helps information architects (and related professionals) to organize web content more effectively.

“We advise business owners to optimize navigation not according to what we think makes sense, but according to what makes sense for the users. This will enable site visitors to find information more quickly and easily,” says David.

With the help of UserZoom’s Card Sorting Tool, the Company’s Human Factors Engineering Team can provide a very specific recommendation after the research as to how the navigation should be aligned and how the categories should be named. This often results in better findability and fewer phone calls to customer support.

**Enjoying the experience**

“We love the tool and it does the job for us”, says David, who has already recommended UserZoom to another company. “It really enables us to quickly configure and launch surveys. People are surprised when I tell them I could do something with 10-12 questions in as little as a week. It’s just a little piece of JavaScript code that I could take and insert easily into a webpage,” adds David. “It is easy to test and refresh our survey questions, which enables us to respond more quickly to our business units without having to engage IT resources.”

“It is very inexpensive to do this research with UserZoom compared to using traditional methods. We know it’s valuable, everybody understands it is valuable. Everybody in our company who engages us knows that they will improve their product.” – David C., User Experience Designer, Fortune 100 Healthcare Company

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**About UserZoom**

UserZoom is the ultimate software solution to test, measure and improve customer experience. Its versatile platform of research tools includes:

- Unmoderated Remote Usability Testing
- Web VOC
- Mobile VOC
- Online surveys
- Card sorting
- Tree testing
- Screenshot click testing

For more information, visit: www.userzoom.com

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“UserZoom’s survey tools together with card sorting are helping us redesign our site and rework our user interface and user experience to be more in line with what our users need.”

– David C., User Experience Designer, Fortune 100 Healthcare Company