



How PUMA used multi-dimensional customer feedback to drive a digital transformation



THE CHALLENGE

Pivoting to a rapid digital transformation

Global sportswear brand PUMA began 2020 as they do every year – with a robust plan to continue their momentum in designing, developing, selling, and marketing great sportswear to the world. Yet, the pandemic suddenly shifted normal shopping routines and evolved the PUMA business model. Consumers were suddenly jumping online to make their favorite sportswear choices rather than buying in stores. PUMA had to adapt, squeezing their plans for “the next five years into now” and shifting their focus toward the digital customer experience.

As more consumers turned to their devices to shop, opportunities in PUMA's online customer experience quickly became evident. The customer support team was managing a sharp increase in order inquiries and other often-repeated questions. The team also noticed higher-than-average cart dropout rates. But without specific feedback, they were uncertain about why customers were abandoning the website without completing their purchase.



“ We're listening to our customers across multiple dimensions in the heat of the moment, and we're able to take actions and make decisions based on what our customers are saying. ”

Joey CasaDeCalvo, Senior Manager, Customer Experience - Ecommerce at PUMA North America

62%

increase in PayPal
revenue

11%

increase in NPS

62%

reduction in
payment-related
contacts to
customer support

Recognizing how vital to success the online shopping experience had become, PUMA prepared to adapt. This meant understanding exactly where and how to improve the digital customer experience.

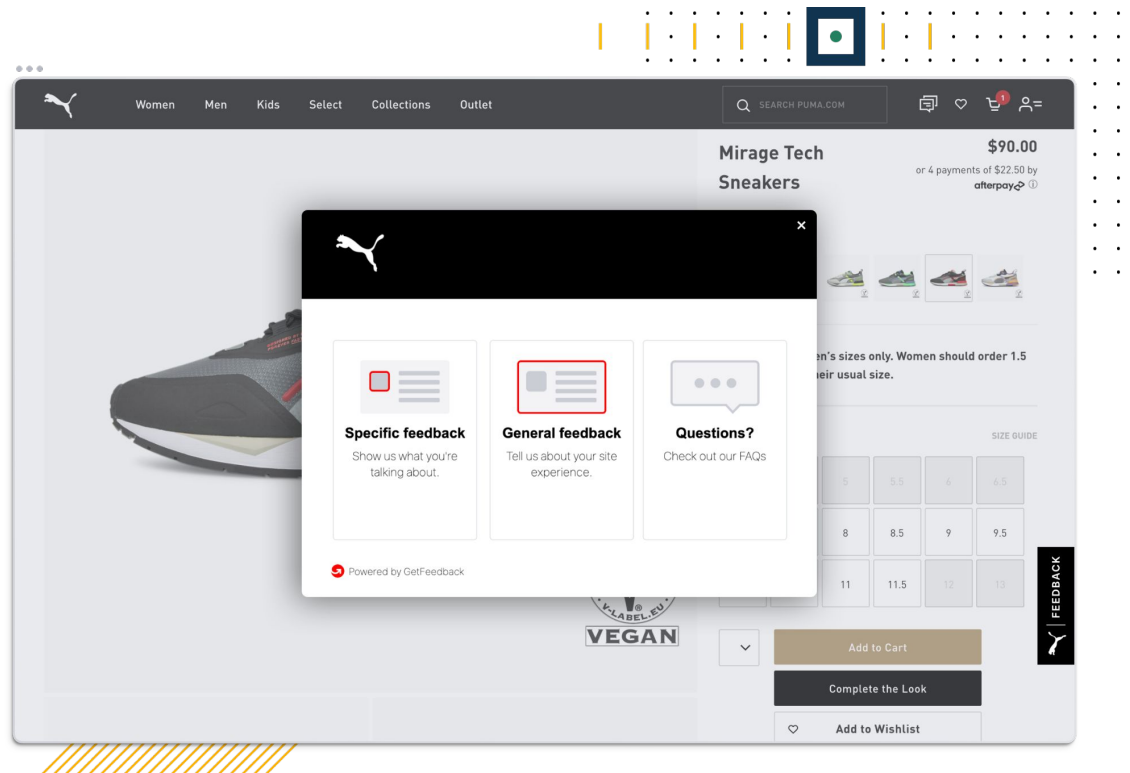
THE SOLUTION

Streamlining the customer journey and driving engagement

Joey CasaDeCalvo, Senior Manager, Customer Experience - Ecommerce at PUMA North America, took the first step toward digital transformation by implementing GetFeedback throughout the customer journey. With feedback buttons readily available, people can submit their thoughts in real time, as they shop. The change enables PUMA to listen to customers and prioritize specific digital improvements.

PUMA first gathered customer insights at checkout and on the confirmation page. This would inform PUMA about the overall experience with completing purchases and ways to reduce friction. Soon after, they used GetFeedback to support an embedded in-page feedback widget on their FAQ articles. Shopper comments from the feedback widget would help PUMA improve the FAQ information, speeding customer conversion while reducing the number of contacts to the customer support team.

By gathering shopper insights at the time of cart abandonment, PUMA soon identified a connectivity issue with PayPal that was causing friction and blocking revenue flow. They further discovered that customers wanted to have more payment options than PUMA offered. Knowing the criticality of payment ease, PUMA introduced new payment methods like Apple Pay and Afterpay and put resources into fixing the PayPal issue.



Organization:
PUMA

Strategic goal:

- Optimize the digital customer experience
- Drive revenue via a simple, streamlined customer journey
- Boost customer engagement

Solution:
GetFeedback

Success factors:

- Gaining real-time feedback within the customer journey
- Agility to leverage multiple feedback mechanisms
- Incorporating feedback collection without disrupting CX

With shoppers providing feedback at the confirmation page, PUMA gained a complete picture into the factors that led to people dropping out of the checkout process in the latter stages. PUMA uncovered one insight they had never expected – consumers indicated that they were using the shopping cart to save their favorite items for purchase at a later time. After learning that, PUMA added a wish list feature for shoppers to save their favorite products. The addition simultaneously improved customer engagement and reduced cart abandonment rates.

“ Consumer feedback used to keep me up at night. With GetFeedback, it’s been a fun experience because I’ve been able to leverage the feedback we’ve been getting in a much more thoughtful manner and ensure that it falls in line with what our customers want. ”

Joey CasaDeCalvo, Senior Manager, Customer Experience - Ecommerce at PUMA North America

THE RESULTS

Optimizing the digital CX drives significant ROI

In a short period of time, PUMA gathered valuable insights into the ways they could best meet online shoppers’ needs. As a result, they made multiple CX improvements, from refining the FAQs and speeding checkouts, to offering customers their preferred payment methods and SMS text updates about shipping.

PUMA saw a drop in cart abandonment after improving the overall digital experience and payment features. Soon after, PayPal orders and order value rose 52% and 62%, respectively. Not only did revenue increase, the volume of negative customer feedback fell dramatically, as customers became more engaged and highly satisfied.