

## Multi-channel booking process results in sales uplift

### The business challenge

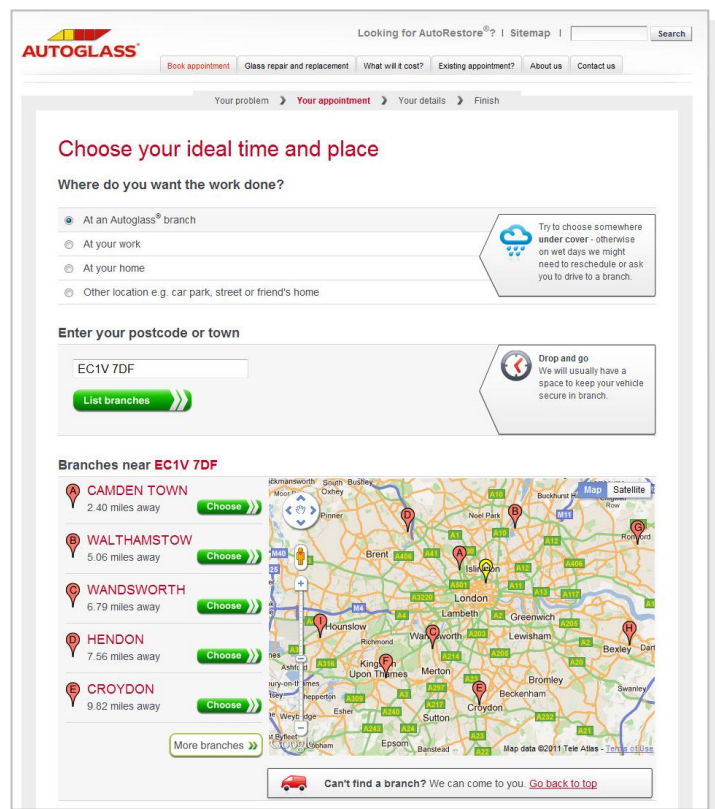
Belron® identified significant leaks in areas of its online booking process for Autoglass® and engaged Foolproof to work with customers to develop a best-in class, multi-channel experience.

We adopted a simultaneous cross-platform [user-centred design \(UCD\)](#) approach to designing a multi-channel experience that has delivered high conversion value and increased customer satisfaction.

### What we did

We worked alongside Nick Burton, Group Head of eBusiness, and Craig Sullivan, Group eBusiness Customer Experience Manager, at Belron® through five main stages of research.

1. User research in five European countries – UK, Netherlands, France, Germany and Belgium – to understand the customer context of use and to identify areas for optimisation and improvement.
2. These findings were used to create customer design principles and best-practice examples to feed idea generation, which informed the concepts for a new multi-channel booking process.
3. Idea generation and filtering led to concepts for a new booking process across multiple channels.
4. An iterative design philosophy was adopted through the deployment of user research based on working prototypes for each channel.
5. Final high-fidelity prototypes were produced in a development environment and there was a further customer validation and testing phase before launch. [Netefficiency](#) provided the development environment for testing in the latter stages of the project.



“Adopting a simultaneous multi-channel R&D approach was a calculated risk that has paid handsome dividends.”

Craig Sullivan, Group eBusiness Customer Experience Manager, Belron®

Designing for multiple channels at the same time delivered benefits over and above what could have been achieved by a more conventional, single channel approach:

- Learning from one channel informed developments in all other channels
- Rich insights acquired in close to real-time
- Reduced time-to-market
- Vastly improved project efficiencies, lower resource requirements and reduced costs

#### Techniques we used included:

- International user research
- Heuristics
- Expert review and best practice evaluation
- Analytics & benchmarking
- Wire framing

“Foolproof’s UCD expertise has taken our understanding of consumers in key markets to new levels – it has delivered genuinely insightful results, suffused with actionable recommendations that really do work.” Craig Sullivan, Belron®

#### The results

So far, the new process has resulted in:

- An increase in the Net Promoter score of 5.5%
- An increase in online conversions of 32% from a combination of funnel work and homepage testing
- Faster call centre enquiry processing times because callers are better informed when they make the call

In addition, out of 25000 employees the Belron® eBusiness team won an award for innovation across the entire Belron® group.