

# CASE STUDY

## brilliant partnership



### the opportunity

Safelite® AutoGlass, a leading national auto glass repair and replacement provider serving more than 2 million customers a year, was enhancing their online presence, with a focus on improving the customer experience and conversion. In an attempt to identify areas for improvement on the site, the marketing team sought usability experts to conduct a study of their online customer behavior.

Brulant conducted the study at its full-scale usability lab, complete with real-time audio visual monitoring, a client observation room, and a one-way mirror. Ten users were identified from Safelite's key customer demographics, brought into the lab and given scenarios and tasks to complete. The main area of focus was the online application process, where customers make appointments for glass replacement or repair.

Brulant identified and prioritized over 100 detailed findings so Safelite could focus on the improvements that would drive the best results. Two main areas for improvement were confusing content and the credit card submissions. Customers were asked to give their credit card to hold the appointment and were apprehensive on whether the site was secure and when their card would be charged. That was a strong point of abandonment through the online process.

### the brilliant results

... customer insight: By clarifying the wording of questions and removing the credit card requirement, Safelite was able to directly react to their customers' needs.

... 70% increase in conversion: Almost immediately after implementing the improvements, Safelite saw a 44% increase in the number of customers that were making appointments online. This number has since grown to 70%.



"Our experience with Brulant was extremely positive, from their state-of-the-art facilities to the results of the study...which taught us more about our users' online experience than we had even imagined!"

**Web and Directory Marketing Specialist,  
Belron US** (Safelite AutoGlass is a member of the Belron US family of companies.)



... proof of ROI: Because of the immediate increase in customer conversion, the team was able to present a solid increase in ROI for the site to the executive team, bolstering buy-in for the importance of the site and online initiatives.

... increased efficiency: Safelite was able to reduce their number of customer service representatives from about 15-20 before implementation to about 8-10 after implementation.

[www.safelite.com](http://www.safelite.com)