SMG eTrack
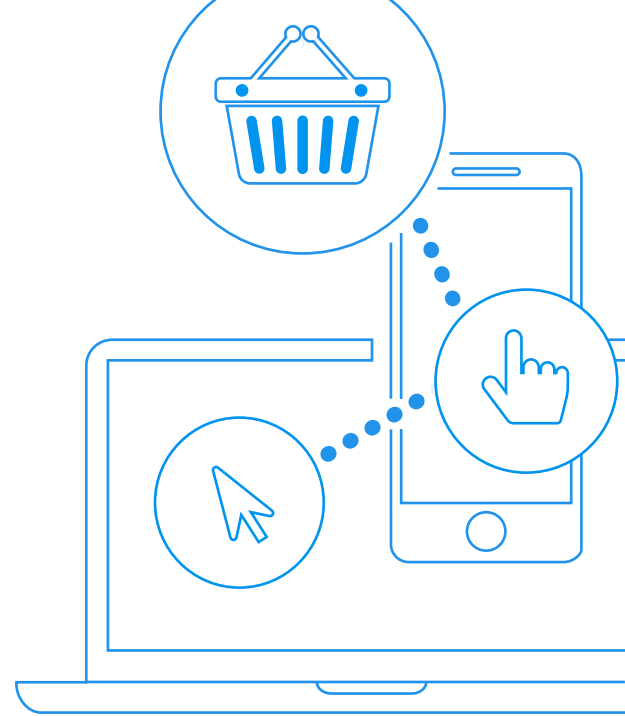
Ensure your online experience clicks with customers

▶ Discover key drivers of the user experience
▶ Integrate reporting with other CX channels
▶ Understand non-purchaser behaviors to increase conversion

The rapid growth of e-commerce means your website and mobile app aren't just extensions of your brand. For many, they're preferred touchpoints—available globally 24/7. And even when customers don't buy directly through these channels, they often use them to research products before their next purchase. SMG eTrack lets you measure user experiences, so you can ensure your brand's commitment to the customer transcends touchpoints and leads to a seamless omnichannel strategy.

Rarely do customers stumble across your website or mobile app by accident. They're seeking you out because they're looking to buy. And if the user experience doesn't meet expectations, these critical steps in the consumer journey can become barriers to conversion. eTrack gives brands the tools they need to understand performance and improve the omnichannel experience every step of the way.

Discover key drivers of the user experience

It's hard to build a user-friendly experience without hearing from actual customers. eTrack gathers the feedback you need to guide improvements—reporting on important metrics like: ease of navigation, helpfulness of product descriptions, and ease of checkout.

Customizable to your digital strategy and research goals, eTrack lets you decide which pages and activities trigger the survey. That means you can make sure performance picks up wherever you're worried about visitors dropping out.

Identify specific site issues

In addition to triggered surveys, eTrack offers a feedback tab that can appear on every page of your site. This always-on invitation for feedback tells your customers you're serious about wanting their input, and they can react in real time as they encounter specific issues. Adding critical context to your scores, we can record website sessions and append the session replay links to survey responses for deeper UX insights. Because what you ultimately need is awareness of what exactly is working—and what isn't.

SMG eTrack measures the e-commerce experience, allowing brands to discover key drivers of the user experience, integrate reporting with other CX channels, and understand non-purchaser behaviors to increase conversion.

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Today's customers expect your digital touchpoints to integrate seamlessly with other channels.

Integrate reporting with other CX channels

To get a holistic view of the customer experience, you need to know how your digital channels align with other touchpoints. eTrack filters into the reporting dashboard alongside your other datasets, allowing users to track each touchpoint without losing sight of the big picture.
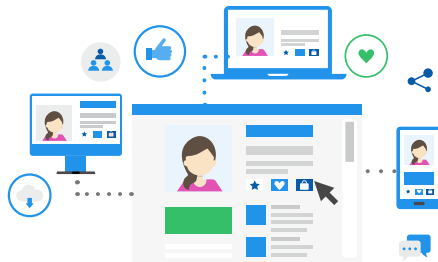
Whether it's understanding how the website checkout experience correlates to conversion rates, learning what areas of the site are presenting problems, or seeing how site navigation impacts duration of visits, users are able to get an accurate, real-time read on what you're doing well and what can be improved. And with integrated reporting comes integrated tools, which means each of your user groups can:

▶ Stay ahead of issues with real-time, rule-based alerts
▶ Turn user comments into qualitative insights with text analytics
▶ Drill down into the data and build + distribute timely reports

Understand non-purchaser behaviors to increase conversion

More clicks and improved scores are steps in the right direction, but they're not enough. To gain true organizational buy-in to your omnichannel strategy, you eventually have to prove it drives loyalty and sales.

As the data starts to amass and insights begin to surface, it's easier to identify the gap in behaviors between non-purchasers and highly satisfied customers. And with a strategic approach to improvement, those obstacles can quickly become bridges to conversion.

Long gone are the days when just having a website was enough. Today's customers expect your digital touchpoints to integrate seamlessly with other channels. eTrack lets you measure everyday performance against increasing expectations, so you can keep customers at the center of your omnichannel strategy. As part of SMG's Digital CX offering, it's just one more way we help brands change the way they do business.

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To learn how SMG eTrack helps you ensure your online experience clicks with customers, **contact your client insights team or visit smg.com/contactus.**

About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.