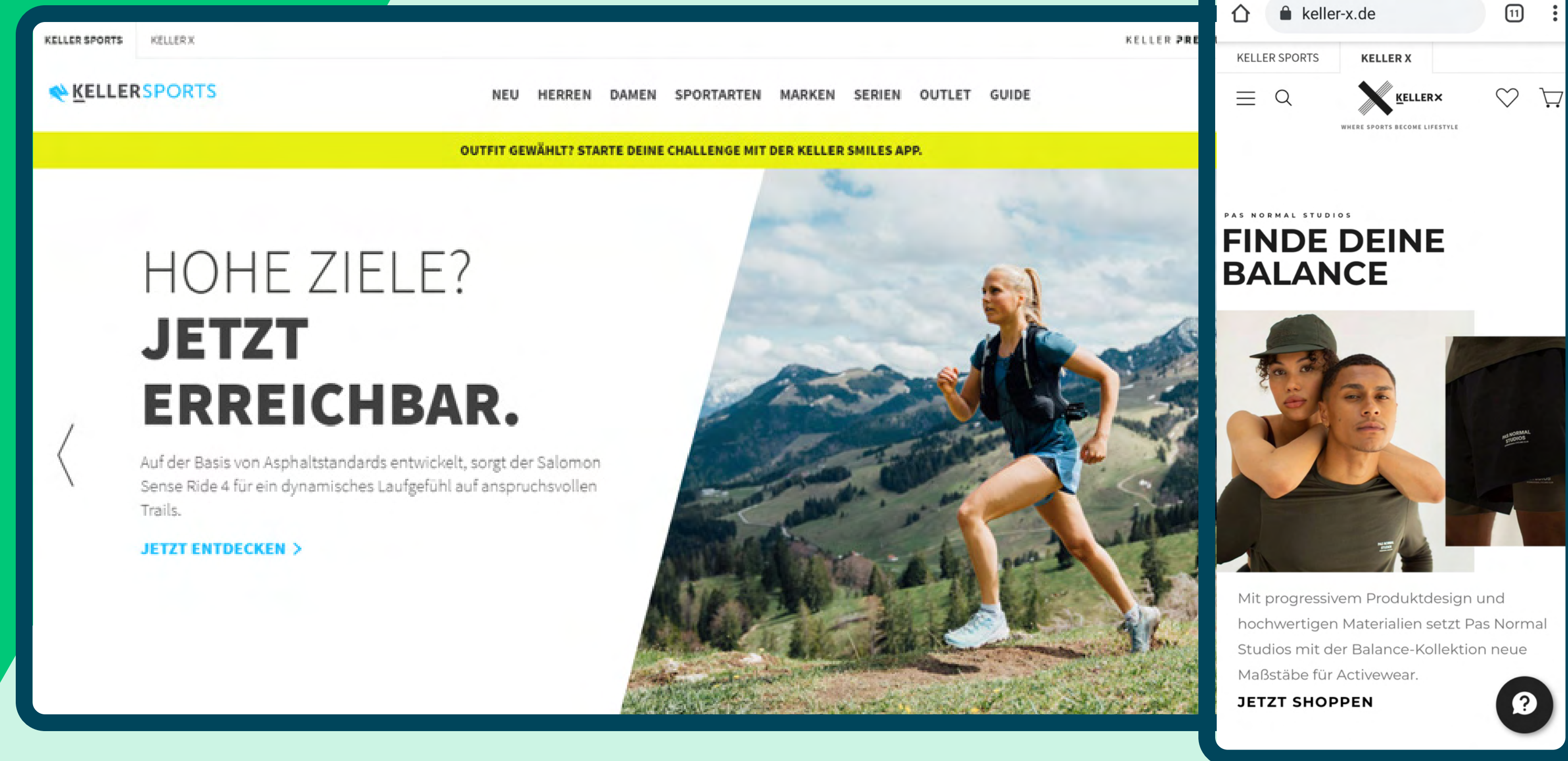




Case Study

 WEBSITES &
ONLINE SHOPS



Customer Journey Testing of KELLER
Online Stores – Keller Sports and Keller x

KELLER

KELLER

HEADQUARTERS

Munich, Germany

EMPLOYEES

100

INDUSTRY

Online retail

COMPANY WEBSITE

[Keller](#)

TEST OBJECTS

[Keller X](#) | [Keller Sports](#)

✓ Customer Journey Testing

✓ Online Customer Experience



DEVICES

10 Desktops, tablets, smartphones



TESTERS

5 women, 5 men, 27–39 years old



TEST PERIOD

2 weeks

The Munich-based company KELLER is Europe's leading premium provider, in the digital space, for sports and lifestyle articles and presents itself as a one-stop shop for products, content, and services for an active life. The company's brands include the online stores Keller Sports and Keller x, as well as the app Keller sMiles.

KELLER has already won several German Design Awards and Shop Usability Awards for its online stores – this pioneering position was further expanded with the help of Testbirds. With crowdtesting, Testbirds supported KELLER in its vision to create unique digital experiences derived from data-based insights.

Client's needs

The KELLER business model was developed with the mission of differentiating itself from the market by way of a special focus on customer needs. To further expand this focus on customer centricity, an important requirement was that the testers fit exactly to the KELLER target group profile and meet predefined criteria such as sports and fashion affinity.

“With the help of Testbirds, we wanted to look into the heads of our target group and transfer their feedback into further optimizations of the online stores – based on their real wishes and needs instead of assumptions. We are interested in the entire customer journey, even beyond the online shopping experience.”

“At KELLER, we want to connect with our customers in a more personal and emotional way. To do this, in parallel with collecting data, we want to see the world through the eyes of our users and understand what we can do and improve for them, in order to create a positive experience that our customers will remember both online and offline. With the help of Testbirds we were able to reach our customers at almost every touchpoint of their customer journey and dive into their world.”

MIGUEL MACIAS, Customer Experience Manager KELLER



The aim of the study was to find out how customers experience KELLER online shopping overall and to identify any difficulties they encounter during the process. Of particular interest were the time periods between the individual phases of the customer journey and whether the information available to the testers was sufficient.

Test setup

With the help of crowdtesting services, Testbirds optimizes digital products, from apps and websites all the way to IoT applications, regarding UX and quality aspects. For KELLER, Testbirds conducted a customer journey test of the two online stores Keller x and Keller Sports. The entire customer journey, from the first point of the shopping experience to the return and refund process, was examined in terms of user-friendliness. The study included 7 use cases, 12 open questions, and 9 rating questions, which were processed by the testers with remote usability videos and written feedback.

Results

The test conducted provided KELLER with detailed results for seven phases of their customer journey in the two online stores that were tested:



The evaluation of the remote usability videos showed detailed shopping behavior based on the chosen click paths. Positive and negative feedback from the testers was accumulated and evaluated for the areas of design, usability, and other aspects. The written feedback was analyzed and the overall results were summarized in a final report. Overall, core elements of the customer journey, especially, were positively highlighted, for example the clear, appealing structure of the homepage and the ordering process. The testers see potential for optimization primarily in details of the customer journey.

“The positive feedback validates our work and shows that we are already doing a lot of things right. However, functioning core elements by no means constitute a perfect customer journey – in keeping with the motto ‘details matter,’ it’s often the little things that make the difference and even decide whether a repurchase happens. This is exactly why the Testbirds insights are so important to us.”

“We are very happy with the results and can’t wait to implement the feedback and further optimize our customer experience. I’m sure this is the first of many projects to come with Testbirds!”

MIGUEL MACIAS, Customer Experience Manager KELLER

Why Testbirds?

With the motto ‘Testing Reality – Real users. Real devices. Real impact.’, Testbirds helps clients create digital products that people really love. Testbirds’ crowdtesting services offer a comprehensive, high-quality testing experience adaptable to the individual needs of clients with a focus on the quality assurance and usability of digital products. It doesn’t matter if it’s apps, websites or IoT applications – 600,000+ real users from all around the globe test on 1,000,000+ real devices in their real environment.

Today, the company has over 100 employees and works with a variety of top clients worldwide that trust in Testbirds’ services to optimize their digital products.



Want to learn more?

Contact us anytime.

We're looking forward to working with you.

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Testbirds

Building a better digital world –
together.

