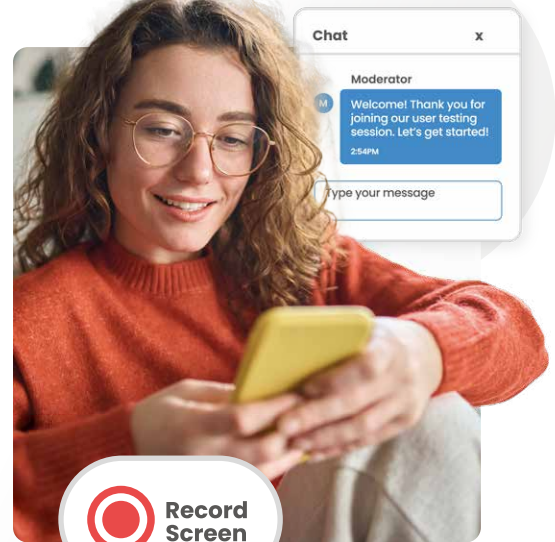


Optimizing UX Research and Budget Flexibility for a Top 10 Ecommerce Brand

A Top 10 ecommerce brand faced challenges with fragmented tools, rising costs, and inefficient research workflows while trying to enhance its user experience (UX) across desktop and mobile devices.

**85%**

More Efficient

97%

Time & Cost Saving

150%

ROI on Spend

Voxpopme's platform offered a complete solution—providing screen recording, AI-driven reporting, and a centralized insights repository.

The flexible pricing model also helped the team manage their research budget more effectively, avoiding wasted funds and eliminating the frustrations they faced with their previous provider.

The Challenge

Tracking User Behavior – The team struggled to capture how users navigated their site during key actions like browsing and checkout.

Fragmented Tools

The use of multiple platforms led to scattered data and delayed decisions.

Pricing Frustrations

The previous UX platform enforced “use it or lose it” policies, forcing wasted budgets on unused session units, and rigid contracts left the team unable to adjust research needs.

The Solution

Focus on User Behavior

They captured insights on checkout processes and delivery options to address cart abandonment.

Conduct In-Depth Interviews

They uncovered the factors behind decisions, such as express vs. free delivery and payment preferences.

Automate Data Analysis

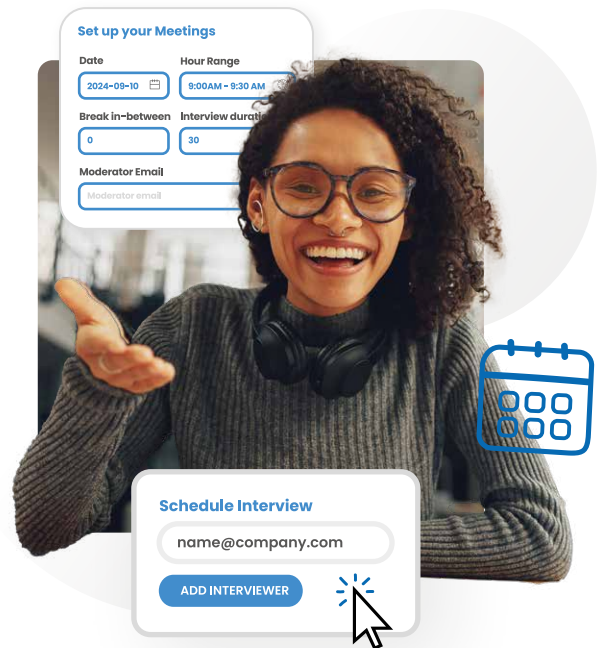
They used Voxpopme's AI tools to process large volumes of feedback, saving valuable time.

Centralize Insights

All data was organized into a single repository, making it easy to access past studies and trends.

Adopt a Flexible Budget Model

With Voxpopme's friendlier pricing, the team avoided the stress of wasting unused session credits and benefited from transition services that allowed a seamless platform switch.



The Results

60x

Faster insight generation

with AI-powered analysis and automated screen recording

150%

ROI on UX research platform spend.

97%

Time & Cost Savings

on user research analysis.

85%

More Efficient in completing user interviews.

The Impact

Voxpopme allowed the team to move faster, collaborate effectively, and create better user experiences across devices and platforms by improving site navigation, checkout processes, and overall satisfaction during high-traffic periods like Black Friday.

