

Case Study: BSkyB

Sky is known as a world class broadcaster, well loved by sports and film enthusiasts throughout the UK and a pioneer in television technology.

It was the first UK satellite television company; acquiring its rival BSB to form BSkyB in the early 1990s, and now remains the market leader. It is one of the main means by which UK viewers get to see high definition television and in mid 2009 announced plans to start 3D broadcasts by the end of 2010 after a series of successful trials, including the first live 3D event broadcast (the Keane gig at Abbey Road Studios).

Results

- Benchmarked uplift in sales expected from changes to site
- Predicted increase in cross and up sell of additional products
- Benchmarked user ease of use and satisfaction scores

Researching the customer experience gets to the heart of incremental sale opportunities.

"Benchmarking the current customer experience online against new designs allowed us to size the commercial opportunity and build the business case for development."

Alasdair Wright

**Director of Online and Interactive Channels Customer Group
BSkyB**

The business challenge

Sky demands that its website performs to the same world-class standards as the rest of its services. It is the first port of call for many hundreds of thousands of customers looking to purchase Sky services. However, as the worlds of TV and internet converge, it is also the home of Sky TV via the PC.

As a process of continual improvement to stay ahead of the competition and deliver market value, Sky wanted to evaluate a new version of the process by which users added and changed items in the basket.

Sky have had a successful relationship with Customer Experience consultancy Foviance since 2001 and turned to them again to benchmark and quantify the difference in performance of the new prototype against the existing site in user terms.

Methodology

On this occasion Foviance, experts in all forms of qualitative and quantitative user research, required a quantitative field testing methodology that allowed users to complete goals as they would in a qualitative lab based study. To this end, Foviance employed Keynote's WebEffective remote user testing software and in house methodologies.

260 respondents took part in the study. They were a mixture of existing and prospective customers who were asked to simply buy or upgrade their product set online, on either the new prototype or the existing site. They then had to report back via specific questioning on metrics surrounding ease of use, quality of content and satisfaction.

Objectives

- Establish quantitative comparisons in business metrics
- Scored user metrics in terms of ease of use and satisfaction
- Pinpoint additional areas for improvement

Outcome

David Bomphrey, Account Director for Sky at Foviance:

"The research has paid for itself quickly by demonstrating exactly how much the business will benefit in conversion percentage terms for both prospects and existing customers from the redesigned pages."

"Effective and clear website designs are often perceived as intangible assets for a business; yet the Sky engagement proves that their effectiveness can be measured; and investment and payback clearly traced. Measuring the customer experience becomes scientific rather than fuzzy or anecdotal."

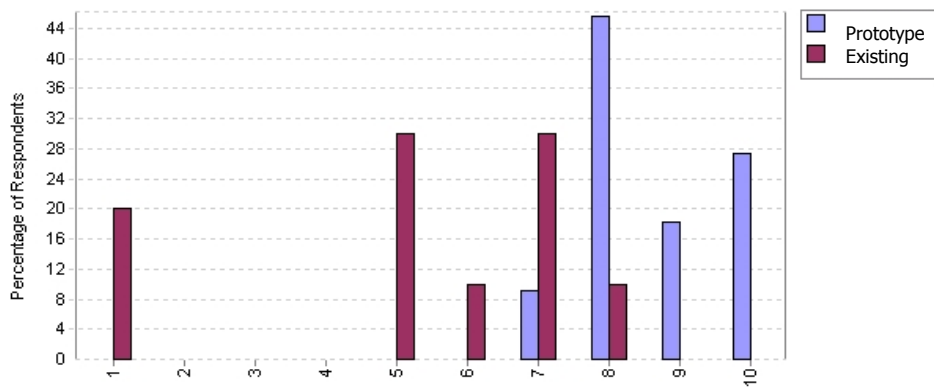
Contact:

Foviance
14 Bonhill Street
London
EC2A 4BX

E: info@foviance.com

Tel: 0845 054 6500

The results



How easy was it to buy an all-in-one package?
Where 1 is very difficult and 10 is very easy

One key question assessed the ease with which customers could buy an all-in-one package of services.

An issue emerged immediately: only 10% of customers using the existing site finding it easy to buy an all-in-one package; with 20% confessing that it they actually found it difficult.

In contrast, 91% of respondents found it easy to buy or upgrade to an all-in-one package on the prototype site.

The results of the research were striking.

In terms of existing customer upgrade routes; there were significant, measurable uplifts across all tasks and product combinations on the new prototype site. All-in-one bundles demonstrated the most pronounced increase in projected sales, but growth of over 33% in subsidiary product areas represented a considerable success.

In addition, the prototype converted an average of over 40% per cent more prospects into customers than its predecessor - more than demonstrating its worth. It also transpired that the prototype site encouraged around five times as many potential customers to add broadband to their purchase, even though they had originally visited the site intending to buy TV or TV and phone products only. This quantitative and benchmarked performance data based on self selected user tasks, clarified the business case for the full scale development and rollout of the prototype.

Summary

Foviance have combined qualitative and quantitative methodologies in fully repeatable processes to give clients marketing confidence. Sky now has an improved understanding of their customers' needs and expectations and also how they would respond to different web stimuli.

This will be evidenced in better conversion rates, revenues and customer loyalty with the adoption of the new prototype site; and will enable Sky to make better informed strategic decisions in the future.