

think
TRIBE

CASE STUDY

BODEN

thinkTRIBE Customer Experience
Monitoring helps Boden deliver seamless
eCommerce CX on a global scale





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Boden, one of the UK’s leading online fashion retailers, relies on thinkTRIBE’s customer experience monitoring services, to ensure a fast, smooth and seamless experience for customers who interact with its multiple websites. Boden’s online business delivers over 90% of sales to the company and drives the shipment of parcels from its UK warehouse in Leicester. The websites serve customers in the UK, US, Australia, Germany, France and Austria.

Challenge

David Petronzio, Head of Development at Boden, heads up sixteen developers who build the websites and the key applications that support the business such as a product management system and the company’s fulfilment system.

“To give us greater control and flexibility, we build the majority of our software,” explains David. **“Since we write all the software, we can diagnose and fix issues far more quickly than if we worked with third party suppliers. Having this level of control is a key advantage as our internet business expands.”**

The continuous nature of the websites requires Boden to test all the websites and supporting infrastructures 24/7 to ensure that they are working properly. This is particularly critical during Boden’s twice yearly end of season sales for Spring/Summer and Autumn/Winter collections.

“The sales attract very high volumes of visitors,” adds David. **“We used to find these sales extremely challenging. Today, whilst it still requires a great deal of effort, our comprehensive systems and checklists ensure the sales run smoothly.”**

Solution

Although Boden builds most of its applications, it uses thinkTRIBE to monitor how its customers are experiencing its web services.

As Lalit Mandalia, Head of Technical Services, responsible for the smooth running of Boden’s IT infrastructure and networks, explains:

“Tribe user journeys help us to ensure that the websites operate at full capacity alongside all connected systems. There’s no better way to check how the customer is experiencing our sites than via Tribe. It’s simply not feasible for us to check the sites all day, every day. Tribe works 24/7 so we don’t have to – we can then react when it raises an alert.”

“The thinkTRIBE system is very impressive but I’m equally impressed by the level of service from the Tribe team. They are totally flexible – if I need something changed, it’s done quickly. They understand what we at Boden mean by ‘good customer service’ which is all about not being difficult and not being overly procedural.”

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Lalit continues, “We issue new software updates for the websites and associated systems every couple of weeks. When we push out a new release, we monitor Tribe and our other monitoring tools very closely. Tribe is our number one place to look to ensure the websites are OK.”

On a recent update, Boden experienced an intermittent problem that Tribe detected relating to the ‘catalogue request’ functionality. Whilst Boden believes the subtle issue was unlikely to be off-putting to most customers, they were able to drill down into Tribe reports, recreate the scenario and then fix it – and thus prevent future bigger problems, should this issue compound with future code changes to trigger real trouble.

Benefits

“I have Tribe on my desktop and it is also on a big display in the office,” David continues. “When all the journeys are green, I can effectively forget about it but when a journey turns red we all take notice. Better still, thinkTRIBE jumps too and notifies us to check that we are aware of it.”

Boden also use thinkTRIBE’s historical views to compare website performance before and after a new software update. “This really helps us to track improvements,” adds David. “We can calculate any changes in journey times, one of our key measures of performance.”

David confirms:

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Lalit agrees:

“thinkTRIBE is pretty cool – it’s an excellent product. The Tribe team deliver a consistently good service and the people are extremely responsive if we have an issue or need to make any changes.”



Tribe behaves just like a real customer making different choices each time the user journey runs

think
TRIBE

Discover CX friction before it impacts your customers digital journeys

Unrivalled CX visibility with a human approach

thinkTRIBE's cloud-based customer experience monitoring and load testing services provide a unique combination of realism and expert human insight. Acting as real customers visiting your site 24/7 and performing the same actions your customers do.

This customer-centric approach reduces abandonment by uncovering real-world CX issues that would go un-noticed with traditional testing tools or error logs. And unlike standalone tools, we act as an extension of your team, performing ongoing surveillance of your customer journeys and working with you to resolve CX friction. This helps you save staff resources, all with no software to install and no tech team time required.

To discover how we can help you eliminate CX friction and reduce lost sales please get in touch.

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Over 50 leading brands trust thinkTribe to protect their digital CX

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