

A/B Testing with User Feedback

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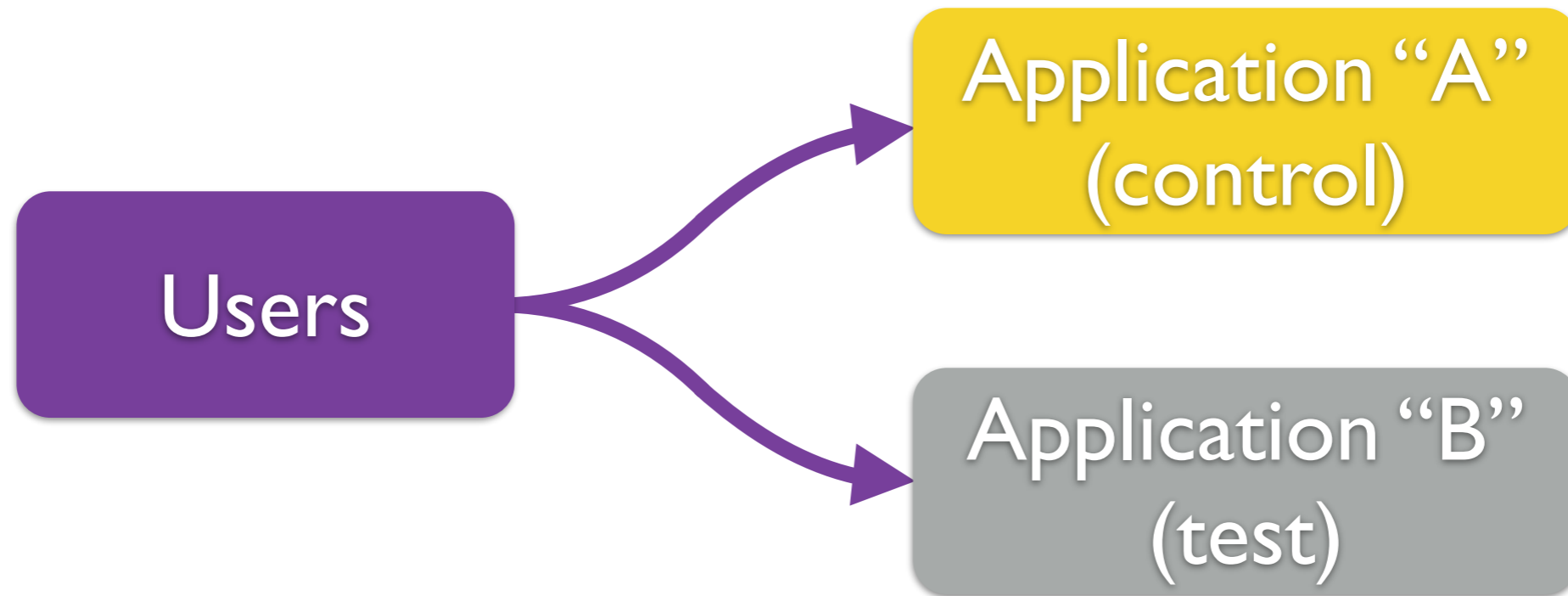
About Us

Machines **Compute.**
People **Listen.**

Background and Expertise

- ▶ Professional services company founded in 2001
- ▶ Specialists in collecting and reporting real-time, actionable transactional feedback
- ▶ Services include usability testing, continuous survey programs, and syndicated research

What Is A/B Testing?



- ▶ Controlled experiment in UI design
- ▶ Usually a blind study
- ▶ Can show cause and effect

User Feedback in A/B Testing

- ▶ Provides a direct measure of key business goals (i.e. Net Promoter, CSAT, Effort, etc.)
- ▶ Persuades business owners of the value of the changes (in statistics and stories)
- ▶ Generates ideas for future improvements

Case Study

BIG*bank*
We Make Banking BigSM

Personalized Greeting Evaluation

- ▶ Control: No greeting (current IVR)
- ▶ Test 1: Formal greeting (“Hello, Mr. Leppik”)
- ▶ Test 2: Informal greeting (“Hello, Peter”)

Personalized Greeting Evaluation

- ▶ What greeting do customers prefer?
- ▶ Will some customers feel the personalization is intrusive/creepy?
- ▶ Does the personalization effect higher-level metrics (i.e. overall satisfaction, brand image, etc.)

Study Design

- ▶ Customers calling the IVR randomly assigned to one of the three test groups
- ▶ Phone interview conducted with customers in each group (~400 interviews per group), within 60 minutes of the end of the call
- ▶ Interview questions included greeting preferences, CSAT, customer comments
- ▶ Survey responses merged with customer data for segment and demographic analysis

Results

- ▶ We demonstrated a strong cause-and-effect relationship between the greeting and customer opinions
- ▶ We also found a few demographic surprises: not all groups responded the same way
- ▶ Gave the company the data needed to make an informed decision

Tips for Success

1. Assign users to test or control groups as close to randomly as possible
2. Collect feedback out-of-application to reduce selection biases
3. Collect feedback blind: try not to reveal the existence or nature of the experiment
4. Minimize the differences between test and control applications to reduce the number of variables
5. Get open-ended feedback, not just metrics

Thank You!

- ▶ Contact me with questions or to request a copy of the slide presentation
- ▶ Peter Leppik - pleppik@vocalabs.com