

## Zalando SE

Zalando conducts online communities using QuestionPro's solution to obtain decision-relevant information faster and save costs.



### Contact

Kevin Stine  
Research Operations Manager

Dan Balica  
Senior User Researcher

### Solution

Online Community

### Challenge 1

Optimization of the customer and user experience

### Challenge 2

Real feedback from real consumers before market release

## Overview

We had the opportunity to speak with Kevin Stine, Research Operations Manager at Zalando SE, about his responsibilities and how he views working with QuestionPro and evaluates our technologies that Zalando SE uses to conduct market research.

## Online Community Goals

Zalando pursued various goals in setting up its own online community "Zalando Voices":

- Giving customers a voice for a consistently positive customer experience along the customer journey.
- To recruit participants for market research based on real behavior, mentalities and demographic data in order to also achieve cost-saving effects
- Get a holistic picture of consumers through active engagement of community members and continuous data collection with the same people over time
- Encourage experimentation within internal teams by connecting Zalando Voices data with other data sources

## Challenge "Testing New Zalando Features"

The challenge presented in this case study is to continuously release new versions of Zalando in a way that has a positive impact directly on the customer and can be marketed as soon as it is released.

## About Zalando

- Founded 2008
- Europe's most innovative fashion platform
- HQ Germany (Berlin), active in 23 European markets

zalando.de

## Online Community Goals

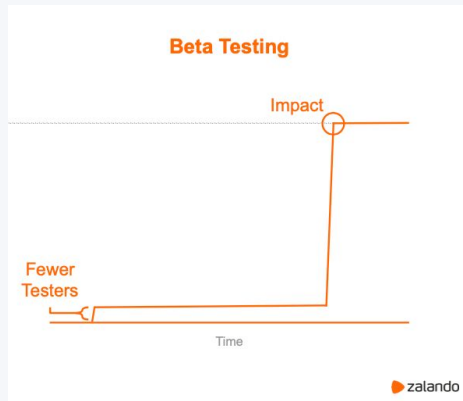
- Agile market research
- Holistic picture of customers through deep engagement and purposefully recruited participants
- Experimenting internal teams by connecting community data with other data sources



"Beta testing gave us concrete feedback from thousands of real customers within the community. This allowed us to release new features as a unique Zalando experience."

Kevin Stine  
Research Operations Manager, Zalando SE

Dan Balica  
Senior User Researcher



## Implementation “New Zalando”

In order to meet the challenge posed and optimally fulfill the objectives of using the online community, Zalando conducts so-called **beta tests** with the community participants.

As part of these beta tests, Zalando enables the committed members of the community, who have a high level of customer loyalty and are real customers, to use a product, a product feature or a further development of the brand itself in a real, but controlled environment.

This makes it possible, for example, to detect and prevent bugs, poor usability, or other aspects that could disrupt the customer experience.

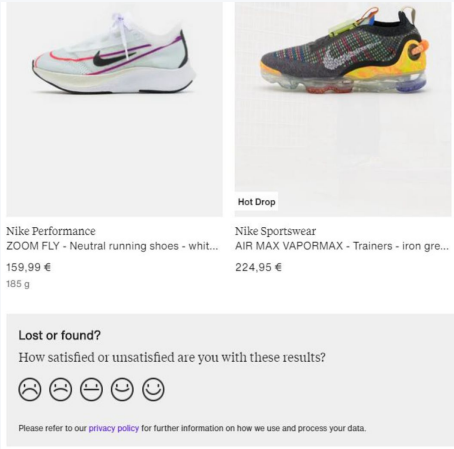
The advantage over purely internal tests is that these cannot really simulate how real consumers, for example, use or understand the new product feature. In the context of the community initiated by Zalando, this problem can be solved by testing with real consumers. Due to their high loyalty, these are intrinsically motivated to give Zalando open, honest and quick feedback. At the same time, the beta test is the last opportunity to test the innovation or further development before the existing market launch and thus to sustainably disrupt the experience of possibly less loyal customers. The beta test at Zalando thus allows immediate measures to be taken, if necessary, which ultimately fully meet customer needs and directly lead to user enthusiasm or do not generate negative experiences.

## Results of Beta Testings

The results can be summarized as follows:

- High acceptance of the feedback button and high participation rate in the surveys
- Large number of reported bugs and feedbacks
- Positive side effect: customers tell Zalando what they would like to see next

## Step 1:

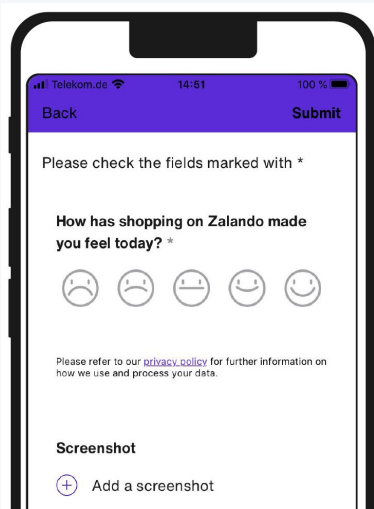
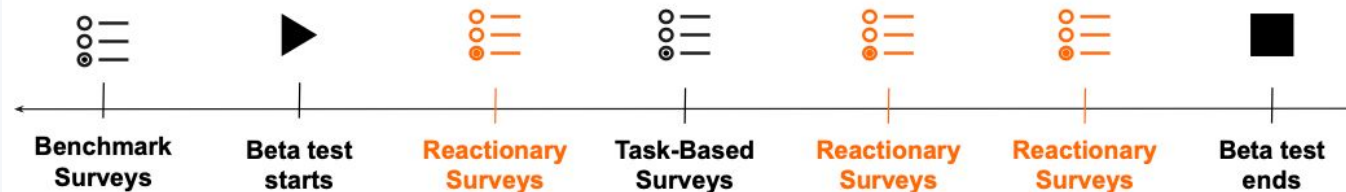


## Beta testing procedure at Zalando

Beta testing at Zalando involves two process steps:

1. A **feedback button** embedded in the Zalando website and app that allows customers to log errors and first impressions. Feedback is thus collected at the "moment-of-truth", i.e. at the moment of actual use, as customers form or change their opinions about products, services or a brand. This can optimize crucial aspects in the search for bugs and problems with the user experience.
2. **Specialized surveys** to measure usability on a large sample size. The specialized surveys are the following
  - a. **Benchmark surveys** to measure usability before beta testing as a so-called zero measurement for the purpose of comparability
  - b. **Task-based surveys**, in which users are asked to complete tasks with the new functions and then describe their experiences
  - c. **Reactionary surveys** to collect initial reactions from customers.

## Step 2:



## Overview of QuestionPro solutions:

- Experience Management Solution
- Worldwide panel (22 million)
- Consulting
- Incentive handling
- Advanced analytics such as crosstabs, grouping and semantic text analysis
- Conjoint, MaxDiff, A/B testing and much more

Learn more about

[www.questionpro.de](http://www.questionpro.de)



## QuestionPro solves the challenges of agile market research

QuestionPro's market research platform, with its easy-to-learn, high-performance, powerful and technologically advanced tools, enables companies to conduct agile market research themselves. With QuestionPro, you can set up market research projects quickly and easily and are able to automate market research processes to the greatest possible extent. In addition, our project teams offer you many years of experience from countless completed market research projects as a full service.

## About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously and closely developed for two decades to meet the needs and wishes of our customers in the areas of experience management, market research and scientific research. With more than 4 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analytics solutions in the world. Our main areas of activity are Market Research, Customer Experience and Employee Experience.

