



## CONTACT ENERGY CASE STUDY

# USABILITY IMPROVEMENTS INCREASE NEW CUSTOMER SIGN-UP RATE BY 15.4% FOR CONTACT ENERGY

Contact Energy is one of New Zealand's leading retailers of electricity and natural gas. Contact are continually looking for ways to improve their service and improve the online customer experience and resulting online signups.

FIRST specialises in improving results through Conversion Rate Optimisation (CRO) and identified an opportunity to run an A/B experiment on the new customer sign-up page and funnel.

### CAMPAIGN OBJECTIVES

Increase new customer acquisitions by improving the usability of the online sign up process.

### RESULTS

» Improved new customer sign up rate by 15.4%

“FIRST's guidance in the world of online marketing is invaluable for our team. They not only provide strategy, management and execution, but also work closely with our IT team on the ground to help implement recommendations. The CRO results of the sign-up funnel improvement speak for themselves”

**LESTER LITCHFIELD**  
Executive, Digital Marketing

### APPROACH

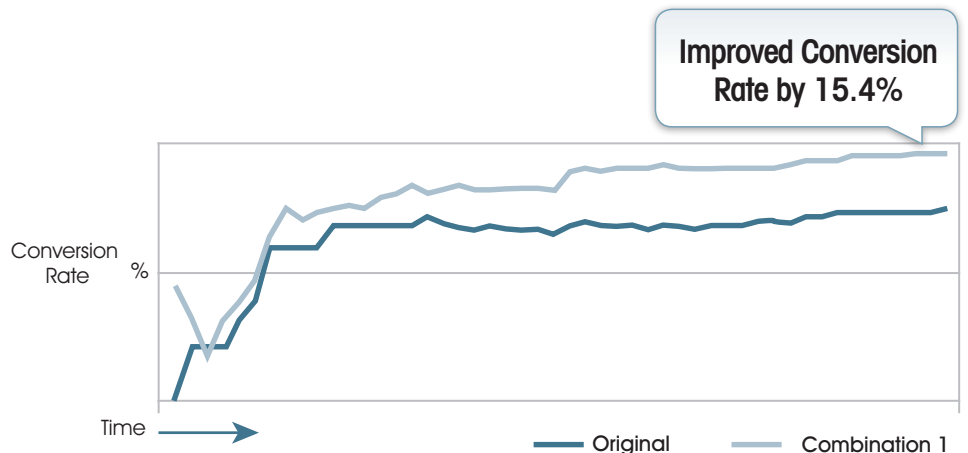
Through A/B testing, an original webpage or process is tested in parallel against a recommended webpage & validated through actual visitor behaviour. The pages effectively compete against each other to determine whether the recommended changes produce a better outcome. A/B testing removes guesswork and proves what actually works.

FIRST reviewed the existing page and application process and conducted consumer research to understand what might be hindering new customers from signing up online. A new customer acquisition process was designed and developed and then tested against the old sign-up process.

### RESULTS

The resulting improvement in conversion rate from the new process was significant at 15.4%, with a confidence level of 99.9%.

It is important to note that by improving the conversion rate, ROI from all marketing channels is improved. Incremental improvements to website conversion rate make a huge difference to a company's bottom line.



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