



## **CASE STUDY ON OUTSOURCE**

### **Challenges and Problems**

#### **CHALLENGES:**

- Our biggest challenge was to identify the reasons behind the low lead generation.
- Our next challenge was to collect data and build a hypothesis that helped us reduce the abandonment rate and increase the number of lead generations.

#### **PROBLEMS:**

To understand the visitor's point of view, we did an experience-based assessment of the page as a user by carrying out a Heuristic Analysis.

Also, with the use of session replay tools like Mouseflow, we went about identifying the reasons that were resulting in both a high exit and a poor lead generation rate. For instance, we wanted to figure out how far the users were scrolling before opting out.

#### **OUR FINDINGS ARE AS FOLLOWS:**

1. Value Proposition: A value proposition is a promise about the value to be delivered. It states why a visitor should prefer your service over those of your competitors. One of the things noticed while walking through the site as a visitor was that the page talked more about the company and less about

the clients and what it had to offer to them. The content was all about “we” and “us”. It did not clearly answer “What’s in it for me?” to visitors.

2. Content Clarity: The Objective of the Outsourcing page is to convince a user into outsourcing their project. While the page had content, it was not matching with customers’ needs.

3. Visual Hierarchy: There was no visual hierarchy on the page that guided users to take the desired action that we wanted them to perform on this page. As per CRO principles, the most important element of a page should be the most visible one as well. The primary CTA “Send Us Your Requirement” did not look like one. Also, the design should have guided visitors towards the CTA. Instead, the button looked completely at odds with the rest of the page.

4. Relevancy: “Serious gains in conversions don’t come from psychological trickery, but from analyzing what your customers really need, the language that resonates with them and how they want to buy it. It’s about relevancy and perceived value of the total offer.”- PEPE LAJA

.The page should have met the expectation of giving information on all the domains that we offered our services in, how to outsource to Virtual Employee, and the cases of successful projects that were outsourced to us. But it did not do so. The content on the page did not align with the goal of the page or users’ expectations.

5. Friction: There were many frictions on the page. Too much content to read, poor and unattractive design, no striking call to action button and more.

6. Distraction: There were many unnecessary links on the page distracting the user from the goal of this particular page i.e. leaving their information and requirement behind.

7. Conversion to lead stage: The main goal of the page was to achieve lead generation, which was not happening. Since this was the last step toward our conversion goal and the form was not motivating enough, we ended up with very few leads. Also, the form was not even in the first fold of the page.

8. Anxiety: The questions written under “common doubts, concerns and expectations” had an effect that was not positive. It reminded the user of all the concerns mentioned there and unnecessarily put those ideas in their mind.

9. Font size: A lot of the content was illegible. The font size was too small and the needs of visitors with reading difficulty had not been kept in mind when deciding the font size.

10. Form on the page: There was no motivation for the user to fill up the form. The form wasn’t striking enough. The form also didn’t talk about a privacy policy that would protect the information of the form filler.

11. Form placement: The “Send us your requirement” form was in the bottom-right side of the page; instead, it should have been placed at the top left region. When users land on a site, their eye path starts from the upper left corner and moves on from there. We suggested changing the placement of the form or putting a link to the main form of the website in the upper left region of the page.

12. “Submit” CTA Button: The last step toward goal completion on this page was the “SUBMIT” button on the form. The copy of the CTA button plays a huge role in determining whether or not someone will be motivated to do what the button asks them to. In our case, the form had the “SUBMIT” button. We needed to change the copy of the button to something that motivated and helped visitors decide why they should click on the button. The button also needed to give the user an idea about what was going to happen next.

13. Social proof: “Social proof is an important part of executing your landing page strategy. By using social proof in the form of testimonials, reviews and trust icons you’re helping customers make a decision, feel confident about their choice, and be a part of something bigger.” – Talia Wolf, Conversioner.

There was no mention of any testimonials from any clients on our page. There was no mention of any newspapers/ articles that we have featured in. The page failed to convey the message of reliability.

14. Too much content: There was a lot of text in the first fold of the page. In such cases, a lot of important information can get overlooked by visitors and also a cluttered page can decrease the engagement time on a page.