



ELEVATING DESIGN FOR B2B TECH

Case Studies

ONBOARDING CONVERSION UP 10%

A Customer Journey optimization project



BACKGROUND

Toluna is a market research company offering services and solutions to the world's biggest brands. It powers its insights through a community of panelists that is 11 million strong, distributed across 118 different regions.

These panelists are expensive to acquire and yet very valuable to the company.

Toluna saw an opportunity to rebrand its community website and simplify its onboarding process in order to improve its conversion rate.



CHALLENGE

Kluge's mandate was to improve the onboarding of new community members by 10% in 3 months.

A GLOBAL RESPONSE

User research, UX design, branding and development had to be done simultaneously, working with members of the Toluna organization across Hong Kong, France, England, Israel and the United States.



OUR STRATEGY

LEAN RESEARCH TO MAKE BIG IMPACT WITH LITTLE TIME

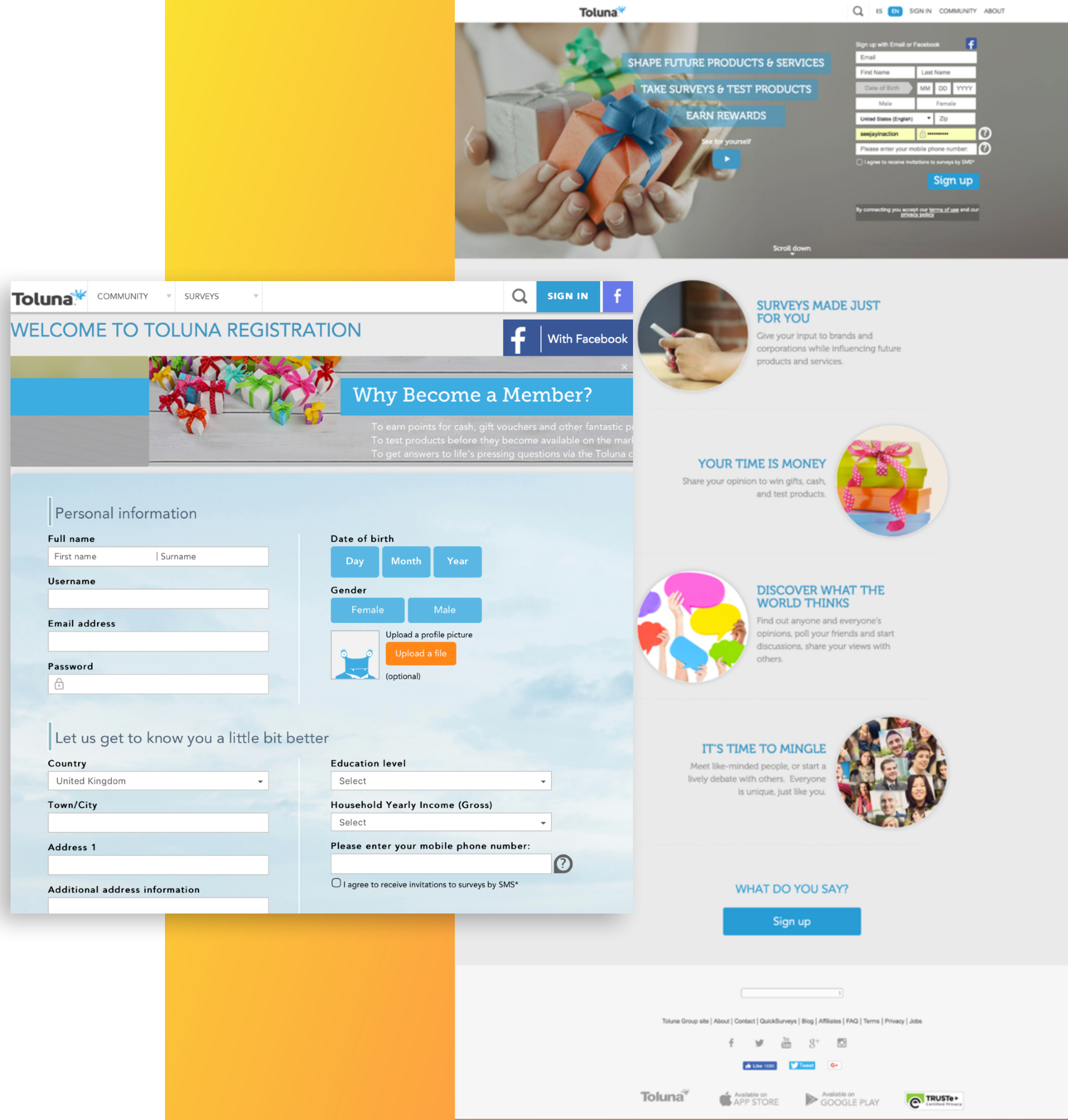
Kluge designed a focused user research phase that included:

- Technology assessment and review
- User segmentation analysis
- User interviews
- Competitive analysis

WHAT WE LEARNED

The feedback from the original experience helped us understand user's perceptions:

- Users didn't know who Toluna was and what they did
- Site did not look trustworthy
- Users didn't understand how they were going to participate or be compensated in the studies
- Value prop wasn't clear, multiple users mentioned needing that info up front before signing up for an account. They want to know if the reward system is worth it

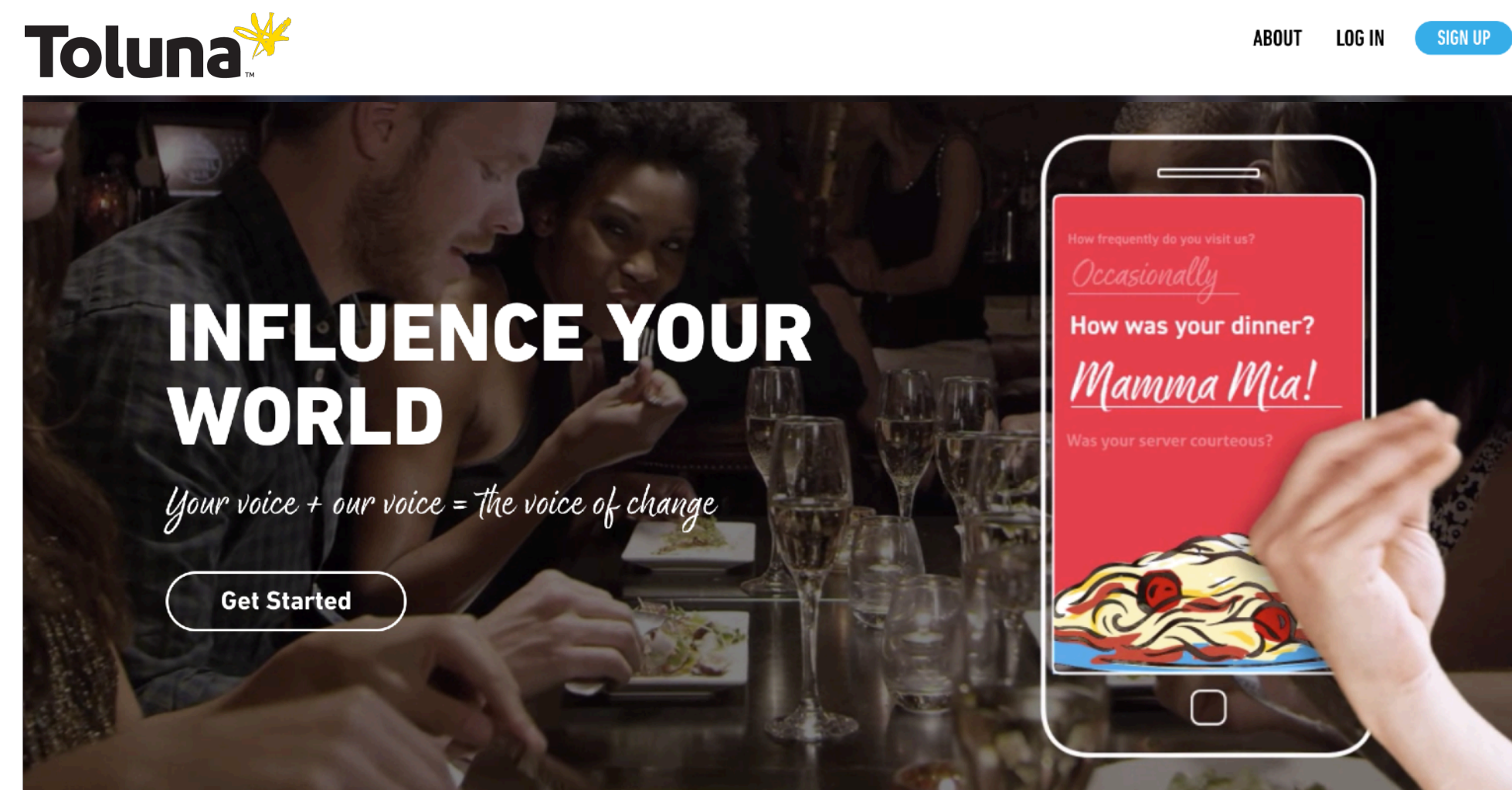
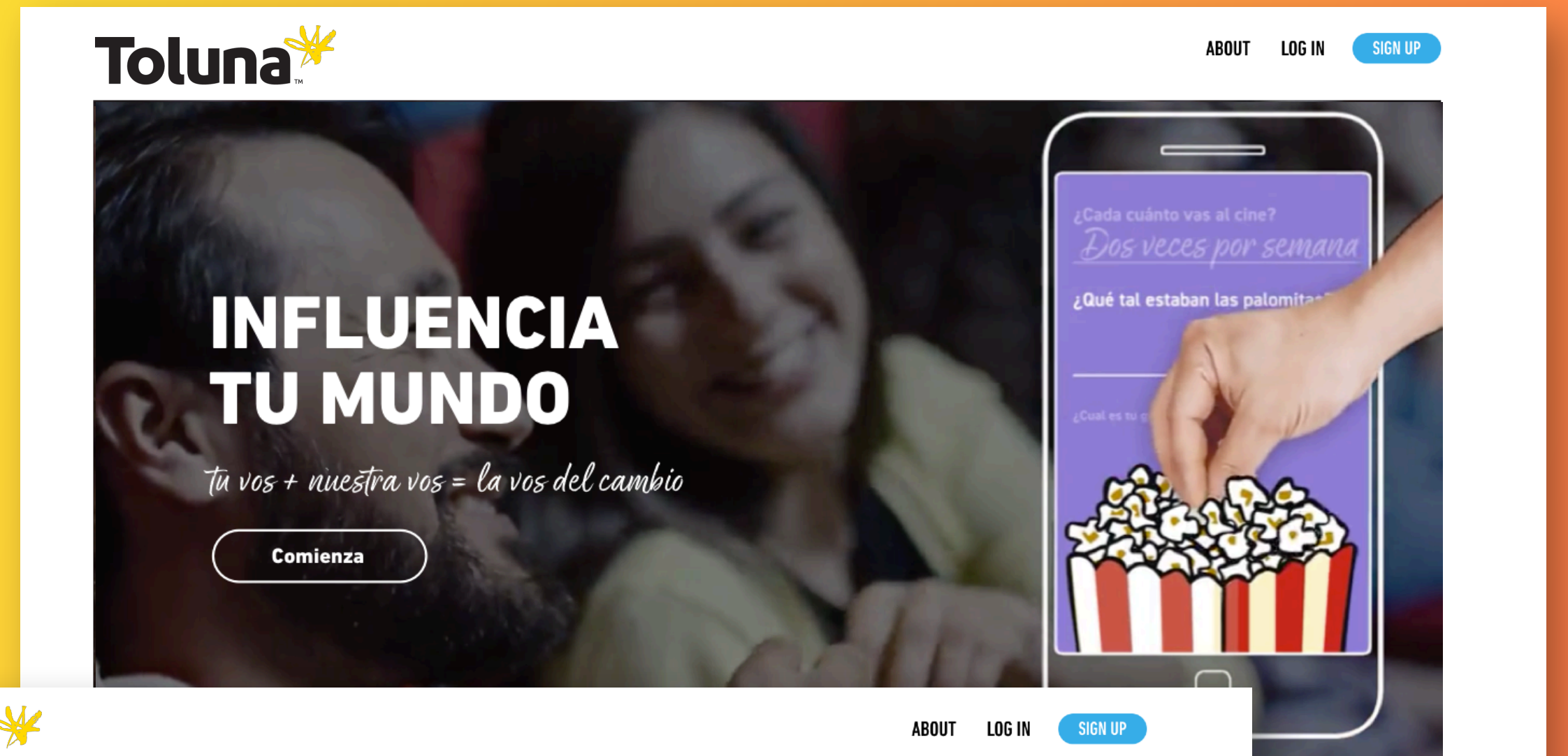


APPROACH

To messaging

CELEBRATING INFLUENCERS

Changed value proposition from a pure monetary incentive to an influencer incentive affirming to panelists that “your voice matters.”



INSPIRE

Your personal opinion can become the inspiration that others need.



SHARE

Let us help you get your ideas into the right ears.



GAIN

With great feedback comes great rewards.

APPROACH

To brand

BETWEEN THE DIGITAL AND PHYSICAL WORLD

The idea that panelists influence the real world through the opinions of a digital platform birthed a brand that successfully combined illustrations and physical elements together.



INSPIRE

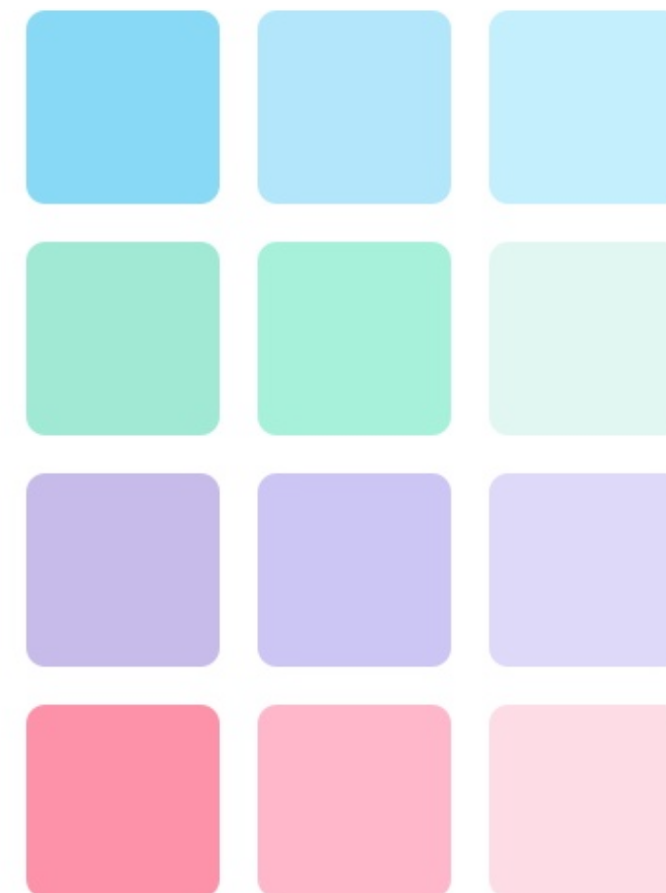


GAIN



SHARE

Colors



Typography

Headline 1

Subhead

Headline 2

Headline 3

Headline 4

Body

Body 2

Your personal opinion
can become the
inspiration that others
need.

What if you had the power to
get your friends and family
the products and services
they deserve? You can and
you will with us!

Let us hear
your ideas
right ears

You're not just
mobile data
your daily co
only half full
to your frien
companies, t
consumers,

APPROACH

To onboarding

Consolidate and optimize the onboarding path from multiple landing pages, with different forms and fields, to a single entry point that accommodates all users.

After designing and testing several prototypes, we opted for an interactive approach that guides the user through the process, so they were not overwhelmed, regardless of field requirements.

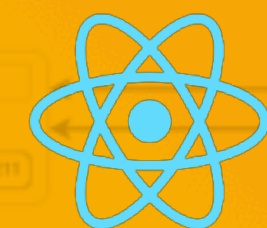
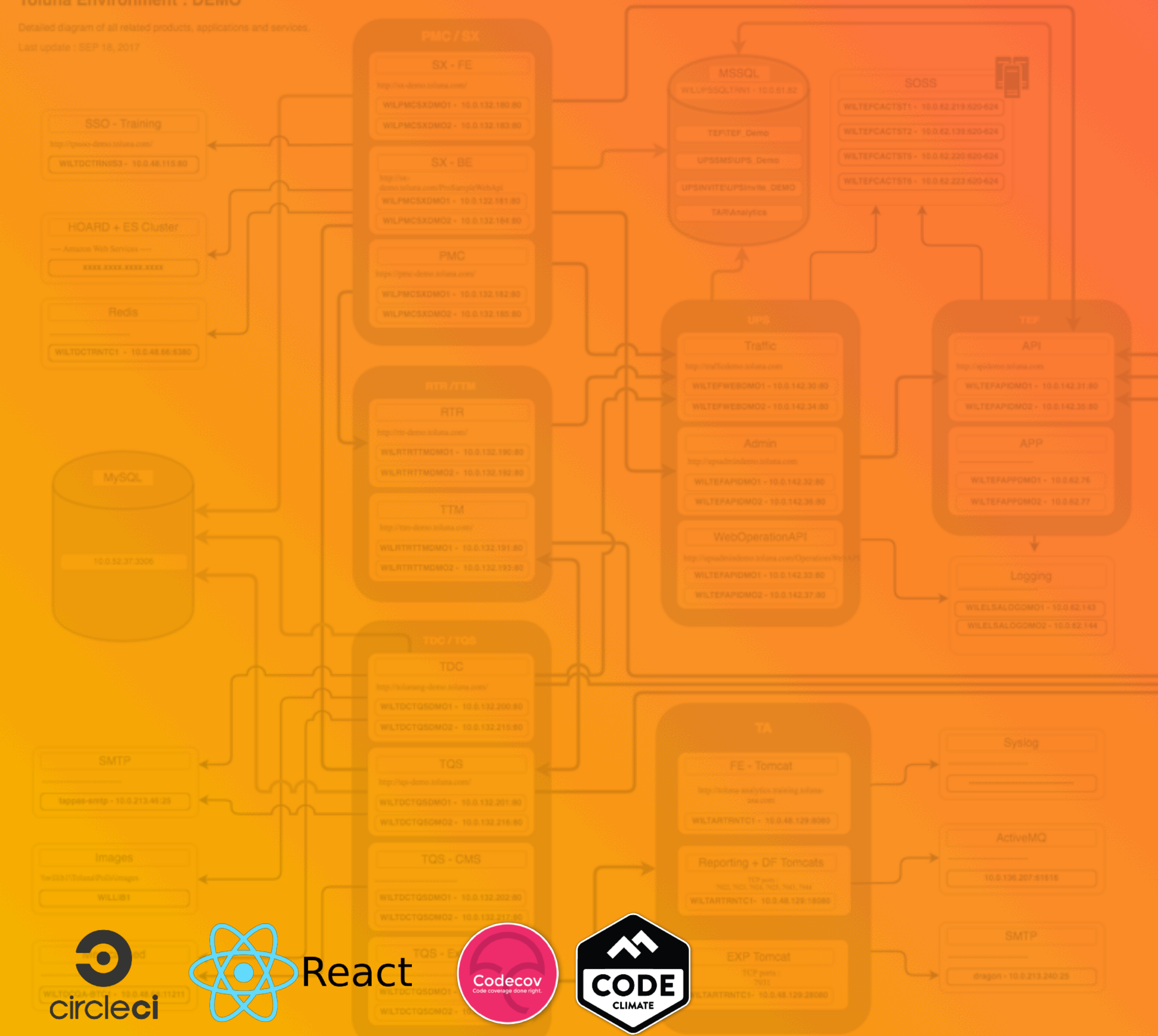


CLEVER ENGINEERING

- The Toluna product team was severely understaffed. They wanted Kluge to handle all of the development work but had no APIs
- By opening a path, our team worked with Toluna's to create a "backdoor API"
- Kluge adapted QA and delivery protocols to create a smooth handoff between our React frontend team and Toluna's backend integration team

Toluna Environment : DEMO

Detailed diagram of all related products, applications and services.
Last update : SEP 18, 2017



React



git



Jira Software

RESULTS

Within our first week, our numbers had exceeded our 10% target

This allowed Toluna to renegotiate its deals with affiliate partners and save significant money in its marketing budget for the site

Today Toluna is working on a new strategy called "Insights on Demand," which aims to accelerate its service workflow and unify its products as one platform offering

**LET'S BUILD GREAT
PRODUCTS TOGETHER.**

THANKS!

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