

UNRAVELLING EBAY'S CUSTOMER JOURNEY IN THE UK

The challenge

eBay's marketplace was changing rapidly. The UK business was competing with a broader range of e-tailers; customer expectations were getting higher. They wanted to develop a clear understanding of their competitive position through understanding the perceptions, expectations, and experiences of customers. The ultimate aim was to deliver a customer experience that would encourage customers to think of eBay and to spend more with them.

The insight

Our research took a thorough overview of the situation. We combined a deep-dive internal workshop to explore existing data and focus the research on uncovering new insights, with face to face qualitative interviews with a broad range of customers to get broad input to the survey and a robust online quantitative survey to ensure we were able to understand current eBay performance and quantify the impact of the key moments in a customer journey. Vital to the success of the project was the close collaboration between us and the client throughout the study – where we unearthed insights along the way.

The insight developed from this gave eBay a clear identification of their competitive position and specific recommendations and priorities for actions within the existing customer journey.

Client benefits

This study contributed significantly to shaping eBay UK's future direction, identifying and prioritising the key points in the customer journey requiring focus, and removing more than a couple of sacred cows along the way. "Incite were an extremely strong partner, challenging the brief and working closely with us every step of the way to ensure they would deliver the most useful output." [Senior Research Manager]

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