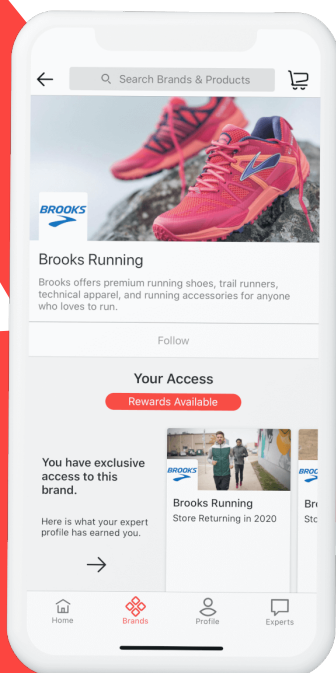SCUBA

SUCCESS STORY

ExpertVoice Optimizes Product Performance & UX with Scuba Analytics

With unlimited data exploration and lighting-fast time to insights, ExpertVoice empowers its team and users to get the most value out of its product.
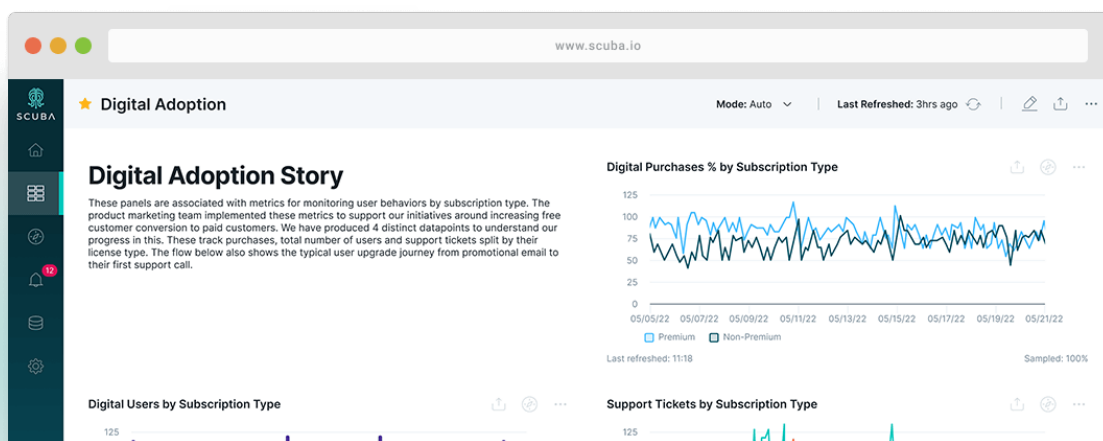
ExpertVoice

Now more than ever, the customer voice is key to a brand's success. Reviews, word-of-mouth, and customer feedback have taken a front seat in driving a brand's profits, trust, and reputation. And over time, customers become experts on brands and their products. Just think of the effect Google, Yelp, or Amazon–and even social media influencers–have on your personal purchasing decisions.

Harnessing the power of customer reviews is no easy task–but ExpertVoice has been able to do just that.

ExpertVoice is the leading platform where brands can find, educate, and reward experts and trusted influencers. ExpertVoice's credentialed and verified

experts provide high-quality reviews, feedback, and advice on brand products and services–from hunting gear and golfing to ski equipment and military gear. These experts, many of whom are industry professionals, provide detailed knowledge and first-hand experiences with products, so they can make honest and informative recommendations.

With over 5 million experts and 300,000 active unique users a month, ExpertVoice hones in on what matters most to brands and customers: feedback, trust, and customer voice. From optimizing and tracking the user experience to reducing time to insights and democratizing data, ExpertVoice is able to do so with Scuba Analytics.

Time is precious, and so are insights

Providing experts, users, and brands with the best experience is top of mind for ExpertVoice. To do so, it heavily relies on data analytics for product and CX optimization.

However, there are some challenges they faced–ExpertVoice wanted a tool with the ability to stitch together insights at speed and scale and dive deep into customer data. ExpertVoice wanted to decrease time to insights with its customer data, and reduce the bottlenecks to find data patterns by bogging down analysts and data scientists, with a self-service analytics platform easily usable by all lines of business–even non-technical users.

While analysts, data scientists, and product managers had the technical expertise to utilize complex analytics tools, other ExpertVoice team members did not. This led to delays in both time to insights and any team member's ability to explore data independently. In addition, analytics tools ExpertVoice utilizes, like RedShift, Sequel, and Tableau, also delay time to insights. For the same reasons–not only does it require technical acumen to clean data, but analyzing through these tools also requires the help of analysts.

ExpertVoice needed a platform that could query quickly, be used easily across the company, and dive deep into data. That's where Scuba Analytics helped.

"There's something really powerful about being able to in a few seconds answer a question [with Scuba]. To do really complicated stuff without having to think about how to write a complicated query, and then be able to paste a link into a chat and have someone see the visualization of that–being able to play with it and dig into it themselves further from there."

Getting granular with product and feature performance

After adopting Scuba as a solution, ExpertVoice was able to take its data exploration, product, and feature performance to the next level. Spencer Uresk, Expert Voice's Chief Architect, said Scuba has been essential in accomplishing these tasks. Generally speaking, Expert Voice runs 1,000 to 4,000 queries per day on Scuba.

With Scuba, ExpertVoice has been able to understand how new and existing features perform, and can build custom dashboards with Sankey graphs to further explore those insights. In particular, Uresk said product teams were able to track how a review widget was being loaded per day and see how many times users were interacting with the widget. "That helped us understand and work with brands to see which of their products didn't have any

reviews, and if they could offer more discounts on those or incentives can help to get them to collect reviews and have that show up on their site," Uresk said.

> [Scuba] gave us a lot of new insight into how this new feature was working. We use it for a lot of stuff now–whenever we launch new features, the tech lead or product manager, both of them create reports to see how it's working."

The power of "Aha" moments with Scuba

In addition to product and feature performance, Uresk said Scuba provided the team with powerful exploratory capabilities–which recently helped them discover something new. ExpertVoice was able to pinpoint which products and brands were entered into their site's search bar that yielded no results. This discovery also led to another one–that many users were searching for brands instead of specific products.

Uresk explained, "The way our site works is that there might be a brand that's on our site, say Callaway Golf, and maybe users search for that but don't have access to it so that it won't show up in the search results. So when people were searching for brands and getting zero results for those, we could understand that people were really interested in finding specific brands rather than starting with a specific product." With this insight, ExpertVoice optimized its search bar for users and directed them to the content they were looking for.

> "[We've] been able to dig into our search terms to see which ones are getting no results or the worst click-throughs. That's been a focus of ours this year. It has been useful in optimizing that search bar."

More insights, more value

When it comes to value, Scuba has supported ExpertVoice's mission to their users and experts. But that isn't all. Scuba has also increased top-line revenue by eliminating the tools needed in a tech stake, empowering more users to adopt and find value from Scuba. By improving internal processes, like reduction in ETL, no-code querying, and lightning-fast results, Scuba has made the literal process of analytics a breeze for ExpertVoice. Leveraging Scuba has not only made overall data analytics discovery and documentation easier, but it's also eliminated the need to hire more BI analysts.

"We think about the cost to hire an additional BI analyst to build reports and the loss of time to product managers spend having to go back and forth with analysts and get the insights in a less timely way," Uresk said. "We would have to hire at least one more BI person and that's a lot more expensive than what we're paying for Scuba."

Getting insights in real-time is powerful, but without the right kind of customer support, that can be an issue. For example, Uresk noted for some analytics tools, he's had to wait nearly three months for a support ticket to be responded to. But not with Scuba. "For [customer] support at Scuba, I'll hear back in a few hours or less," Uresk said. "It's great to get a quick resolution on issues, and [Scuba] is always eager and willing to help."

Conclusion

In a world where customers now have infinite choices and instant access to products, ExpertVoice has the singular ability to give everyone the best of both worlds. With Scuba, they've been able to optimize user experience, find new ways to connect, and build a community of experts. With better performance tracking capabilities and unlimited data exploration ExpertVoice can truly "understand what people are actually doing," Uresk said.

Scuba Analytics is a real-time, comprehensive customer experience analytics platform that spans the entire data lifecycle.

Interested in better product analysis, data exploration, and performance analytics?

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