

# Retail and eCommerce Businesses are Redefining the Shopping Experience and Seeing Increased Performance with Human Insight from UserTesting

*Leading brands including Hallmark, Lowe's and Patagonia benefit from the power of customer experience narratives to drive stronger customer loyalty in the digital era*

SAN FRANCISCO--(BUSINESS WIRE)-- [UserTesting](#) (NYSE: USER), a leader in video-based human insight, today announced that a growing number of retail and eCommerce organizations are turning to the UserTesting® Human Insight Platform to get to the heart of what is emotionally resonating with their customers, to help build loyalty and drive sales. UserTesting works with many organizations in the retail and eCommerce space including Burberry, Hallmark, Lowe's, Patagonia, and Sephora to name a few.

Digital transformation has fundamentally changed the retailing landscape, providing customers with more choices and placing greater demands upon retailers. Retailers are looking for better, more simplified ways to engage their customers and keep them happy. This includes introducing new conveniences across the buying journey through mobile apps and digital experiences, with new offerings like 'buy online pick up in-store,' 'buy online pick-up in locker,' and 'buy online return in-store.'

"The retail and eCommerce industry is always changing, which means merchants must have a pulse on the consumer at all times in order to continuously transform the buying experience and meet the customer where they are," said Michelle Huff, Chief Marketing Officer of UserTesting. "We are pleased to work with many of the world's leading brands in the industry as they embrace the power of human insight to deepen their knowledge of their customers, and design and launch these new buying experiences."

According to an [Accenture survey](#), 49 percent of customers are ready to switch to another eCommerce business if those eCommerce retailers provide virtual try-out tools and/or shopping advisory services, and that consumer preferences are powerful enough to drive both brand switching and willingness to spend more. The UserTesting Human Insight Platform enables savvy retailers to see and hear the experiences of their customers as they interact with prototypes, apps, websites, and products. This enables retailers to adapt to changes in consumer behaviors and preferences to keep customers engaged and satisfied.

With UserTesting, retail and eCommerce organizations have access to rich, first-party data that enables them to capture feedback and insights from the latest shopping experiences while growing a deeper intuition for their customers. Leveraging the power of opt-in video-based feedback, eCommerce and retail companies can remain agile and develop new strategies and experiences to meet consumer demands.

## **About UserTesting**

UserTesting (NYSE: USER) has fundamentally changed the way organizations get insights from customers with fast, opt-in feedback and experience capture technology. The UserTesting Human Insight Platform taps into our global network of real people and generates video-based recorded experiences, so anyone in an organization can directly ask questions, hear what users say, see what they mean, and understand what it's actually like to be a customer. Unlike approaches that track user behavior then try to infer what that behavior means, UserTesting reduces guesswork and brings customer experience data to life with human insight. UserTesting has approximately 2,500 customers, including more than half of the world's top 100 most valuable brands according to Forbes. UserTesting is headquartered in San Francisco, California. To learn more, visit [www.usertesting.com](http://www.usertesting.com).

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