Independence Australia Empowers Conversions with EmotionsAI

Independence Australia, a not-for-profit social enterprise, is dedicated to supporting individuals with disabilities. With revenue from their commercial endeavors funding vital community programs, their mission hinges on maintaining a successful online presence.

CHALLENGE

Independence Australia faced a critical challenge: how to keep up with the growing demands of digital consumers while operating within the constraints typical of a social enterprise. The rapidly evolving digital landscape, coupled with increased competition, shifting consumer expectations, and a rise in price sensitivity, added further complexity to their situation. Additionally, brand loyalty had become increasingly volatile, making it more difficult to retain customers in a crowded market.

Operating in the healthcare and mobility products sector, Independence Australia's customers often seek reassurance and understanding when purchasing products online. With no physical stores to fall back on post-COVID, the organization needed to ensure their online experience was not only seamless but also deeply connected with their customers' emotional needs.

EXPERIMENTING WITH EMOTIONSAI

To address these challenges, Independence Australia integrated EmotionsAI into their digital strategy, marking a turning point in their approach to customer engagement. This AI-powered solution provided deep insights into customer emotions, allowing the team to segment audiences based on emotional needs like 'Safety', 'Community' and 'Competition'.

Focusing on critical touch points such as the homepage and product detail pages (PDPs), Independence Australia aimed to enhance user engagement and conversion by addressing these emotional drivers directly.

The integration of social proof widgets was one of the key strategies employed to cater to the 'Competition' segment of their audience—a group that responds well to urgency and seeks reassurance that they are getting the best possible deal. This segment values confirmation that their choice is both popular and competitively priced, making them particularly responsive to elements that emphasize social validation and comparison shopping.

The flexibility offered by AB Tasty's Visual Editor allowed the team to make swift changes to engage with these segments without relying on external development teams. This capability was crucial, given the bureaucratic and time-consuming nature of making backend changes through third-party developers.

"AB Tasty is by far my favorite solution in the Independence Australia stack. The flexibility it offers and the improvements it enables have been transformative for our digital strategy."

Muhit Sayeef
Head of Digital Experience

Total revenue uplift for V2

+3%

Transaction rate uplift for V2

+1.13%

CAMPAIGN

Focusing on critical touch points such as the homepage and product detail pages (PDPs), Independence Australia aimed to enhance user engagement and conversion by addressing these emotional drivers directly. For instance, they tested two versions of social proof widgets on their PDPs to tap into the competitive nature of their customers:

- **Version 1 (V1):** "X people have recently viewed this product."
- **Version 2 (V2):** "X people have purchased this product."

These variations were designed to foster a sense of urgency and competition, encouraging customers to act quickly before missing out.

RESULTS & LEARNINGS

The impact was substantial:
- **V2** led to a 3% revenue uplift and a 1.13% increase in the overall transaction rate.
- **'Competition'** segment, in V2, led to a 1.63% transaction rate uplift
- **'Competition'** segment, in V2, led to a 0.25% uplift in add-to-basket conversion

These results underscored the power of understanding and addressing emotional drivers in the customer journey. Independence Australia discovered that running as many tests as possible, without fear of failure, was key to identifying what works best for their unique customer base. This approach not only provided significant ROI but also helped justify their investment in AB Tasty and EmotionsAI.

"EmotionsAI is now an anchor in our analytics. It helps us find problems, so we can inform our customer journey mapping and persona building."
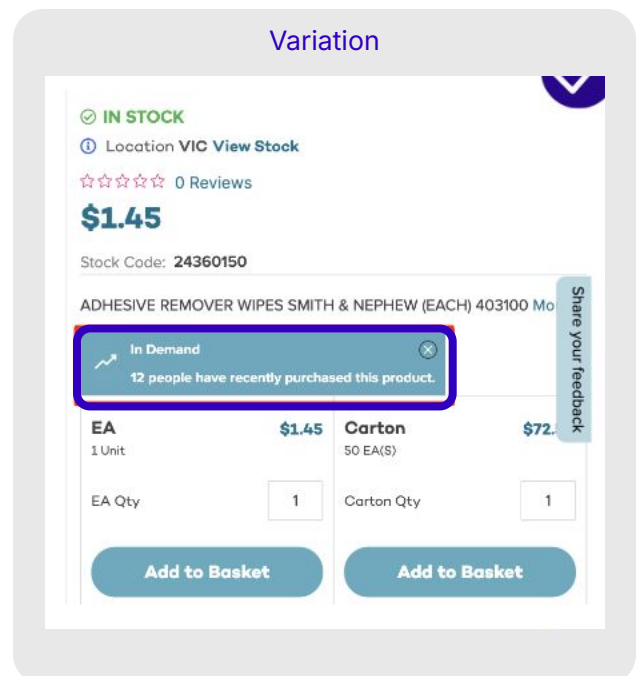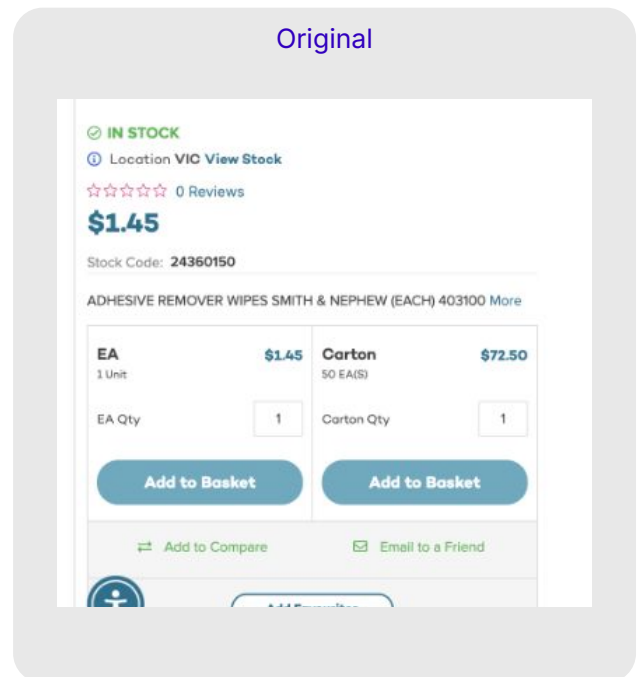
Muhit Sayeef
Head of Digital Experience

'Competition' segment transaction rate uplift

+1.63%

'Competition' segment add-to basket conversion uplift

+0.25%

Original

Variation

ABTasty
Dare to go further
contact@abtasty.com

INSIGHTS & ADAPTATIONS

1. Emotional Insights Drive Strategic Focus
Through insights provided by EmotionsAI, Independence Australia discovered that their customers' emotional needs varied significantly. For instance, the 'Need for Safety' emerged as a dominant segment, particularly important given the nature of their healthcare-related products. This prompted the team to emphasize security features, such as prominently displaying privacy policies and reassuring customers about data protection during the purchase process.

2. Breaking Assumptions on Customer Priorities
Another surprising discovery was the low impact of the 'Need for Quality' segment, which the team initially expected to be higher. Upon further analysis, they realized that customers coming to Independence Australia were already well-informed about product quality. This led to a strategic shift in focus toward other emotional drivers like safety and community, aligning better with customer expectations.

3. Persona Development for E-Commerce Redesign
EmotionsAI became an anchor in their analytics, guiding the redesign of their e-commerce store by informing customer persona development and shaping the overall customer journey. For example, CTA buttons were adjusted based on emotional drivers—changing "Place Order" to "Place Order Securely" for those driven by safety, or to "Place Order Now" for those motivated by competition.

4. Data-Driven Website Redesign
Through AB Tasty's experimentation solution, they gained valuable insights into which features resonated best with their audience, providing a data-driven foundation for their website redesign. These results also empowered the team to present a compelling case to top management, effectively justifying both the scope and value of the redesign.

LOOKING AHEAD

Independence Australia's success with EmotionsAI has set the stage for even greater achievements in the coming years. Their plans for the coming year include a complete redesign of their e-commerce store, with EmotionsAI insights at the core of this transformation. By continuously testing and optimizing based on emotional drivers, they aim to further enhance customer satisfaction and drive business growth.

The organization is looking forward to the powerful updates coming to the EmotionsAI interface. The team is enthusiastic about evolving alongside these cutting-edge solutions, continuously optimizing their strategy to deliver an increasingly relevant and impactful customer experience.

TAKEAWAYS

The integration of EmotionsAI has revolutionized Independence Australia's digital strategy. By focusing on emotional personalization, they have significantly boosted conversion rates and enhanced customer satisfaction, proving that understanding and addressing emotional needs is key to driving business success.

Moreover, the strong partnership with the AB Tasty team, particularly their responsiveness and expertise, has been crucial to their success. Having been a client of AB Tasty since 2021, Independence Australia has continually leveraged the full potential of AB Tasty and EmotionsAI, allowing them to not only meet the challenges of the digital age but thrive. This ongoing collaboration ensures that every online interaction contributes to their mission of supporting individuals with disabilities.