

Case Study – GetPrice.com.au

“Kampyle helped us to get a clear understanding of the needs and requirements of our users; the data of our recently conducted usability test was backed up by the user feedback collected by Kampyle. This information helped us to improve our website and provide our consumers with the best user experience possible.”



- Industry: e-commerce
- Using Kampyle for: 4 months
- # of Monthly Page Views: 3.2M
- More than 600,000 products
- Compares products and prices from 400 online shops
- For more information: www.getprice.com.au

About the company

GetPrice is Australia’s largest comparison shopping engine, allowing retailers to display their products in a way that is easy for consumers to compare, buy & save. It offers rich content such as buying guides, price history charts, user reviews and comparison tables. The www.getprice.com.au site receives over 3 million page impressions a month, generated by more than 1.5 million unique visitors. The company runs other websites, including www.shopferret.com.au and <http://www.comparebroadband.com.au>.



Users were experiencing troubles with the site's search options

The Problem

GetPrice has long suspected that its users were experiencing troubles with the site's search options. Moreover, GetPrice’s aim is to offer the consumer the best possible user experience on their website. Lacking direct contact with large numbers of users, diagnosing the problems accurately was a difficult task.

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The Solution

Using Kampyle, GetPrice analyzed hundreds of feedback items to better understand the users’ problems, needs and requirements with regards to price comparison. Kampyle offered a very comprehensive insight into what users want. In addition, GetPrice conducted a usability test that showed identical results.

Identifying and improving the internal search is an essential issue, as searching and finding a requested product is the most important activity for GetPrice users

Benefits and Results

Using Kampyle, GetPrice were able to confirm and understand previously suspected problems with their internal search, as well as discover new difficulties that users were encountering. For example: the search filter functionality was difficult to use and therefore did not help the users to refine their search results. Identifying these issues was essential, as searching and finding a requested product is the most important activity for GetPrice users. Kampyle helped to uncover issues that could not have been observed in a usability test.

With Kampyle, GetPrice have been getting valuable functionality requests and suggestions that have given them a new insight into what their users are looking for. In addition, the possibility to get back to the users on their feedback has been helpful in improving customer relations.

Following this in-depth analysis, Kampyle feedback items are now reviewed and answered by the website manager on a daily basis, assisting GetPrice with its customer support and community-building efforts.

[Kampyle for Websites](http://www.kampyle.com) - Allows website owners to listen and respond to their website users. Kampyle provides website owners with a management application that arranges the corrective actions required in a clear and proactive manner, even in cases of large amounts of data.