

How DVF used Webeyez to reduce MTTR by 30%

Using ecommerce analytics to go beyond the “what” and get to the “why”

By the numbers

30%

Reduction in mean time to repair (MTTR)

1

Step install using Google Tag Manager



The DVF Story

Diane von Fürstenberg (DVF) was launched by the now iconic Belgian designer in 1972. Originally gaining fame for her timeless wrap dress, DVF has become an internationally known ready-to-wear clothing and accessories brand.

Today DVF remains a leader and innovator in the fashion industry, operating nearly 50 freestanding stores and available in over 70 countries.

Since its launch in 2001, DVF’s online store (www.dvf.com) has become a destination website for fashion enthusiasts and online shoppers worldwide.

The Challenge

Multiple customer friction points

In the Spring of 2021, DVF.com replatformed their website to Shopify+. The update revealed several website issues impacting online conversions including login and registration difficulties, slow page load speeds, and errors in the checkout and shipping stages of the online funnel.

Limited visibility into the “why”

The DVF team had access to analytical data from Google and Shopify+. But while these platforms could show where in the funnel shoppers were dropping off, the team struggled to identify why issues occurred and how to prevent them.

Reliance on manual analysis

Finally, gathering user behavior insights required extensive research from multiple data sources; a time-consuming process that didn’t always guarantee the team could recreate and solve the issues.



We saw the data, but we could not drill down to the actual customer behavior that was causing the drop in online conversions.

Sherry Shi, DVF Chief Brand Officer

Solution

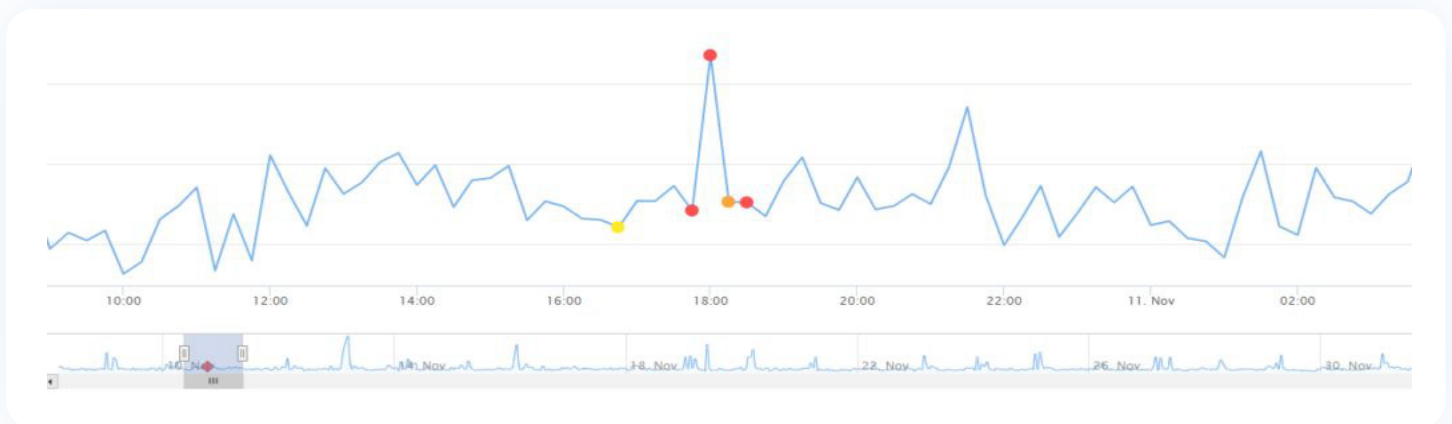
DVF.com chose Webeyez to help them rapidly understand the “why” behind site performance, by pinpointing issues impacting the customer journey and identifying ways to minimize friction throughout the funnel.

Insights in One Click

DVF was able to implement Webeyez into their website in just one click using Webeyez’ Google Tag Manager (GTM) integration, and the solution immediately identified details and trends from leading site issues. The brand partnered with Webeyez to implement a “Find and Fix” strategy aimed at mitigating friction points from their online funnel.

Quantifying Lost Revenue & Prioritizing Initiatives

By tracking real time customer failure points, DVF was able to quickly analyze the conversion and lost revenue impact of each goal failure and quantify the total impact to online conversions and revenues. This empowered the DVF team to prioritize issues based on their overall impact, and better allocate internal resources to solve them.



Receiving Anomaly Alerts in real time reducing time to fix

Results

Speedier Solutions

After deploying Webeyez, DVF was able to easily identify and recreate and solve customer issues, **reducing MTTR by 30%**.

Reduced Friction

In addition, Webeyez enabled DVF to identify and implement other improvements that had meaningful impact to the customer experience, such as:

- Significantly improving PLP (Category) page load times by optimizing images
- Identifying failing customer promotional codes
- Identifying multiple news articles that featured links to past seasons’ clothing and causing customers to reach a 404 pages

“Webeyez gives us X-Ray vision into the detail of what is happening within our website.”

Sherry Shi, DVF Chief Brand Officer