

CLIENT STORY

MAJOR APPLIANCE RETAILER

# Using Insights to Identify and Solve Customer Experience Gaps and Drive Revenue

SOLUTIONS DEPLOYED

- Strategy Discovery and Analysis
- Digital Optimization and Personalization

**BLASTX**  
CONSULTING



**13.3x**

ROI After Implementing  
Recommendations



# 325%

Increase in Short-Term  
Transactions



# +73%

Increase in Positive Customer  
Sentiment Regarding Pricing Clarity



# 13.3x

ROI After Implementing  
Recommendations

## Client Need

A major appliance retailer noticed gaps in performance and knew additional revenue would follow once those gaps were appropriately closed. They partnered with BlastX Consulting to identify the source of issues within the digital experience and developed a plan to address each weak point to meet customer expectations.

## BlastX Consulting Solution

BlastX Consulting worked with this retailer to address customer complaints and improve the overall experience to foster more revenue. Core components of this solution included:

- **Insights which uncovered a significant gap** in pricing strategy versus customer preference
- **Adjusting price clarity** resulting in positive customer reactions
- **Discovery to produce numerous recommendations** for improving overall DX

The cumulative impact of the recommended changes and improvements delivered measurable results that produced a 17% revenue increase per visitor.