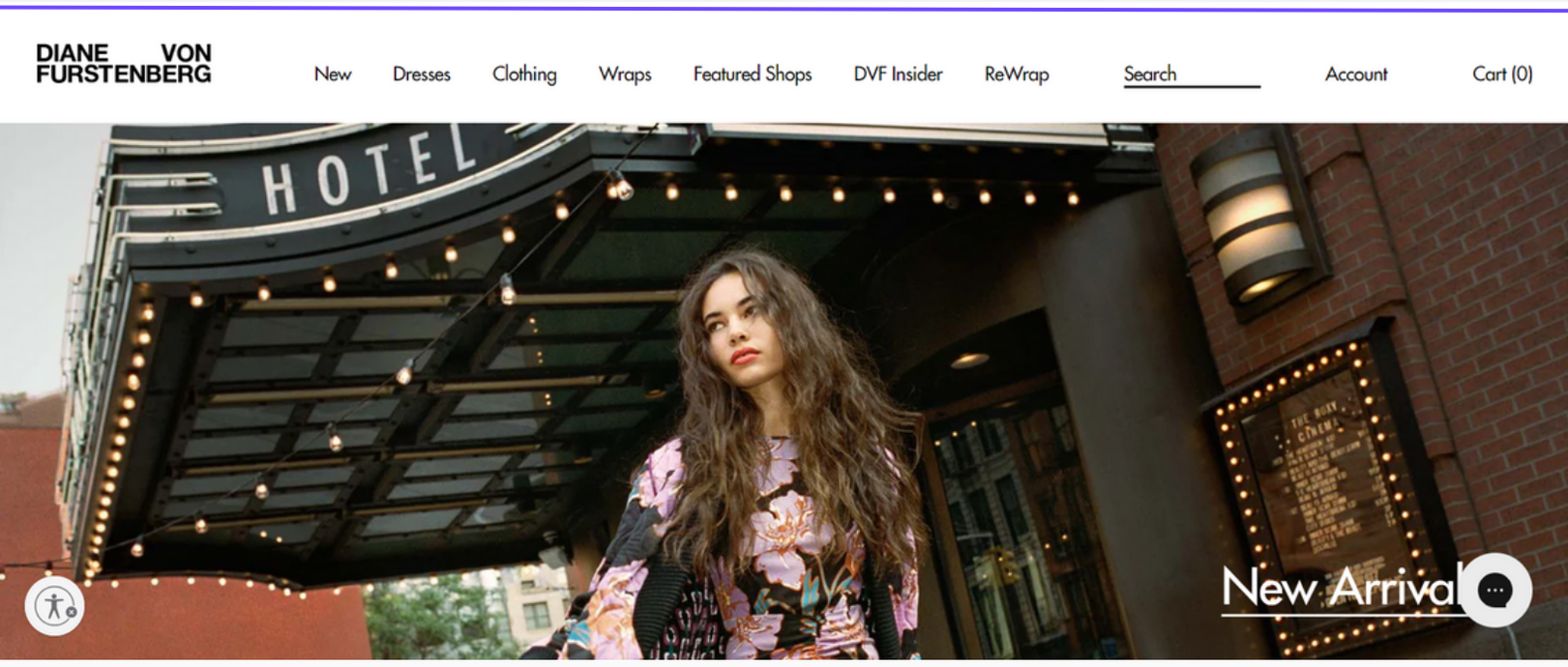
web:eyez
Frictionless eCommerce

SUCCESS STORIES

DIANE VON FURSTENBERG




# 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

shopify plus

## *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.

TERMINAL X
GALLS AN ARAMARK COMPANY
SIGNET
RCWilley
Oliver Sweeney
EZCONTACTS
SUPER-PHARM
TYR
LULU AND GEORGIA
INTER bet
THE BEARD CLUB
DVF DIANE VON FURSTENBERG

DVF DIANE VON FURSTENBERG

*Webeyez gives us X-Ray vision into the details of what is happening within our website”*

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DIANE VON FURSTENBERG

## 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.

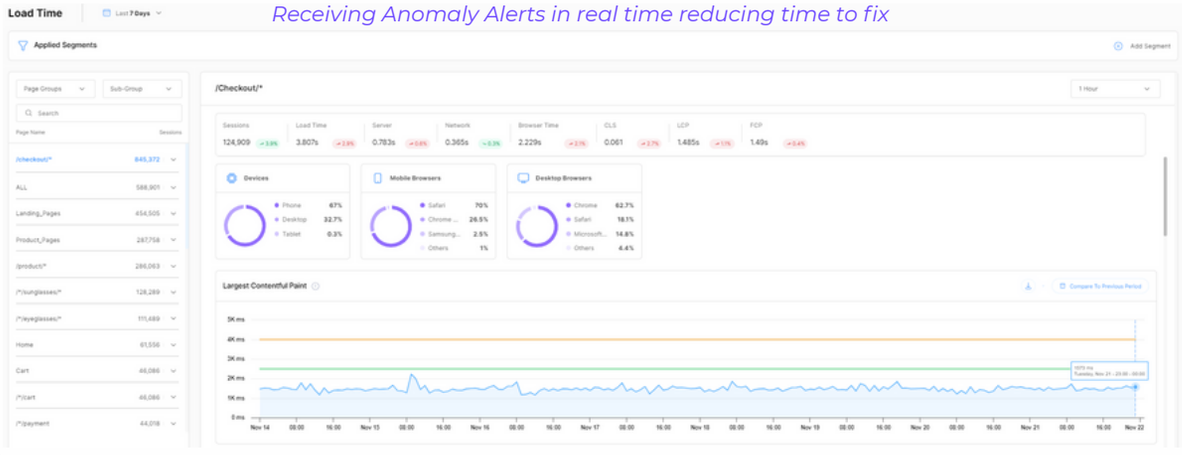
**Insights in One Click**

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*



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DIANE VON FURSTENBERG

## 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

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> **Sherry Shi,** DVF Chief Brand Officer

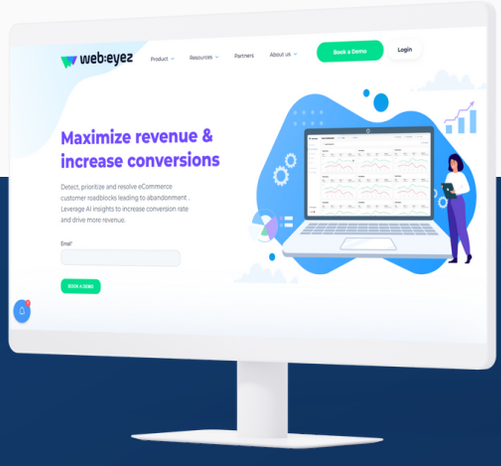
## About Webeyez

Webeyez identifies, prioritizes, and resolves eCommerce customer friction, using AI insights to increase conversions and drive revenue growth, enabling you to run your operations efficiently and effectively.

**Try Webeyez today!**

**BOOK A DEMO**

*One-click installation, no development work or tagging.*



*The unseen opportunities are the greatest!*