

Virtual Store. The Audit.

A look into the various ways customers
enter virtual store.

December 2022

Why this work matters.

Dotcom customers looking to get help from experts are finding inconsistent imagery, messaging, and branding that does not clearly communicate the value of our *Shop With An Expert* services. Additionally, many entry points must be reviewed to ensure customers are connecting through the best channels to get access to the help they need.

In making our message, brand, and imagery consistent, while ensuring our customers are efficiently accessing the right kind of help when they need it, we will improve customer satisfaction, lower our drop rate, and increase interactions.



Why conduct an audit?

As virtual store has grown and become a part of SWAE and virtual sales it's presence has grown on dotcom. We continue to expand into additional product categories and need a high level view of the how customers enter virtual store today.

End goal:

Establish a standard how we promote and talk about virtual store on dotcom.

Inform teams for further audits of what channels best serve our customers' needs by category and preference.



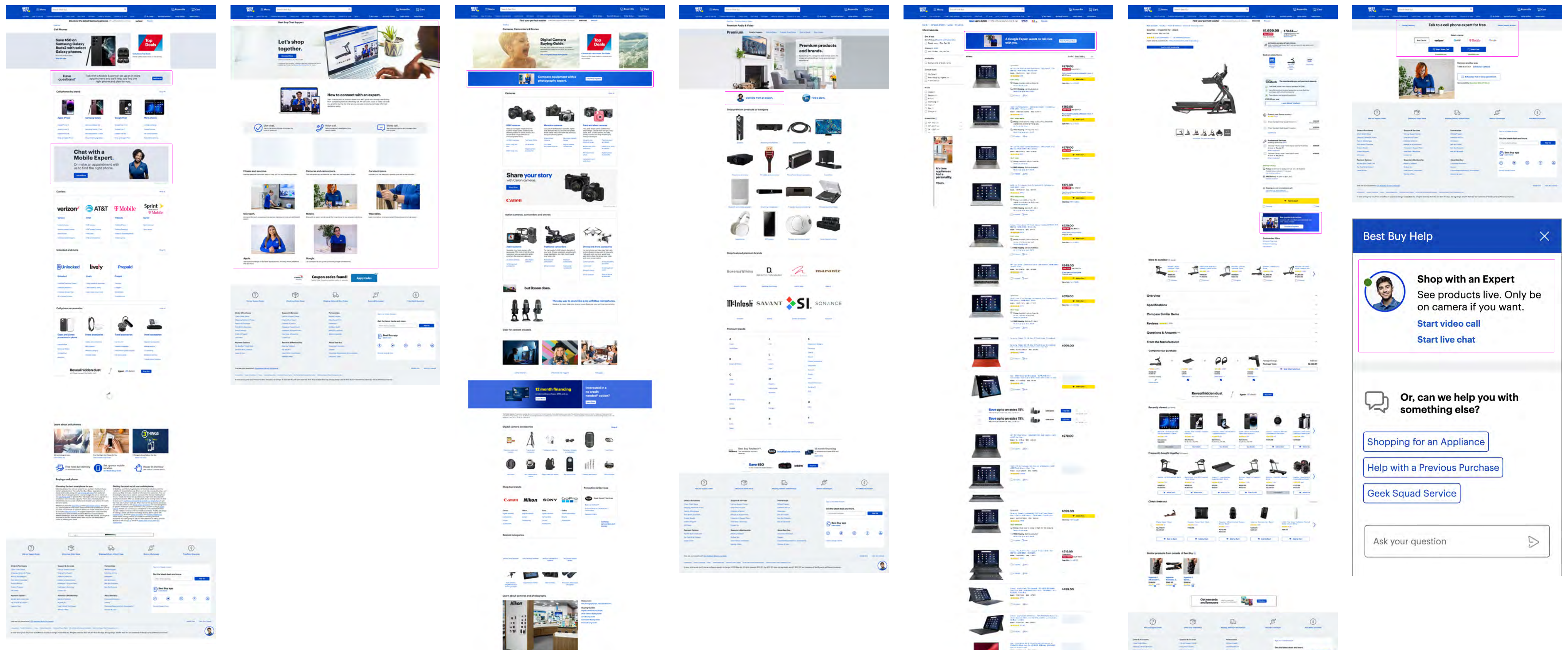
Current State.

The Audit.

The audited touch points include marketing, category, sales, and help pages that customers will see along their shopping journey.

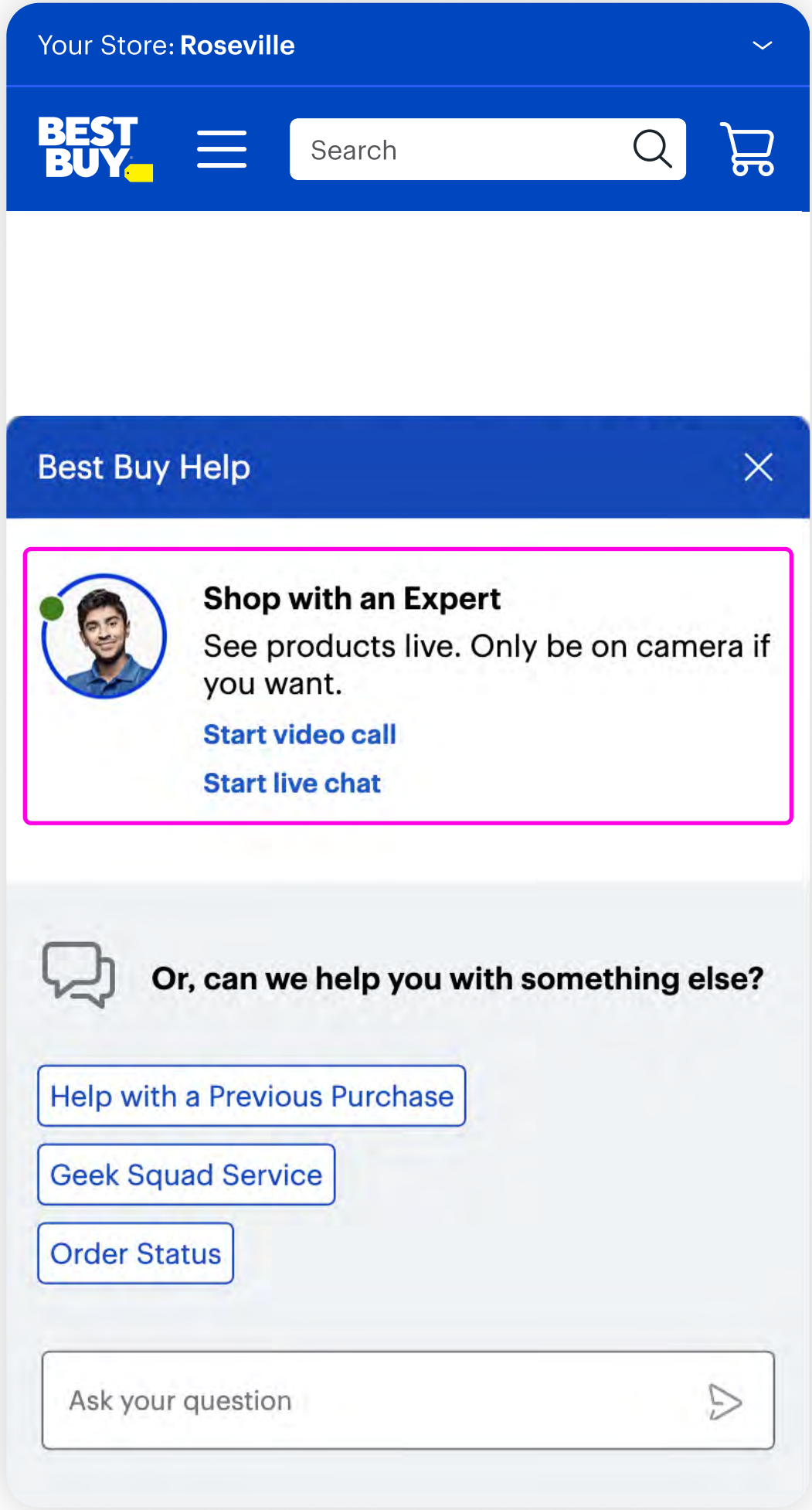
Over 60 pages were audited to properly assess the current state experience.

Virtual store appears on 22+ pages across dotcom.

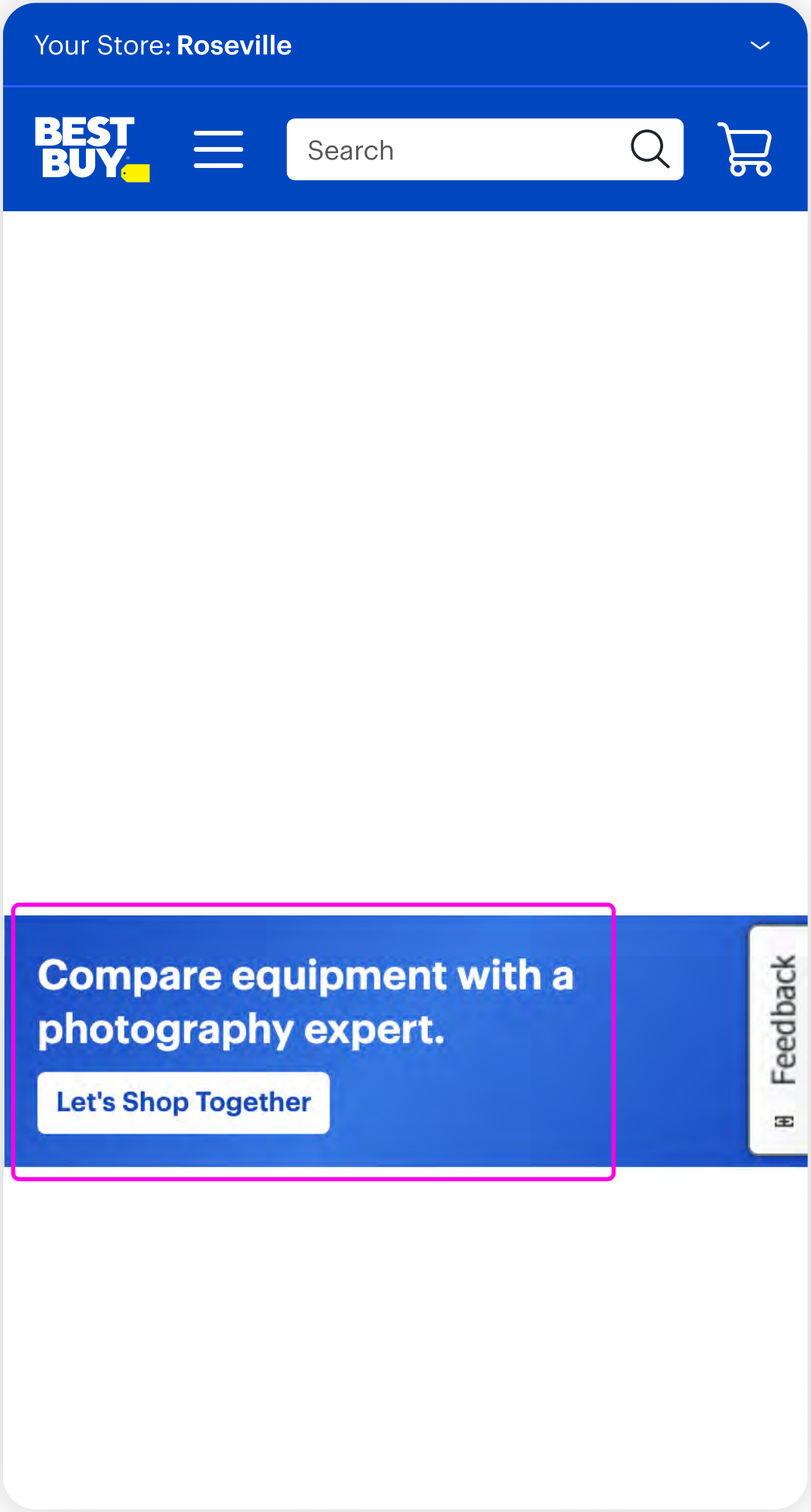


Placement Type: Primary and Secondary.

Entry points for virtual store can typically be broken up into two categories based on customer engagement.



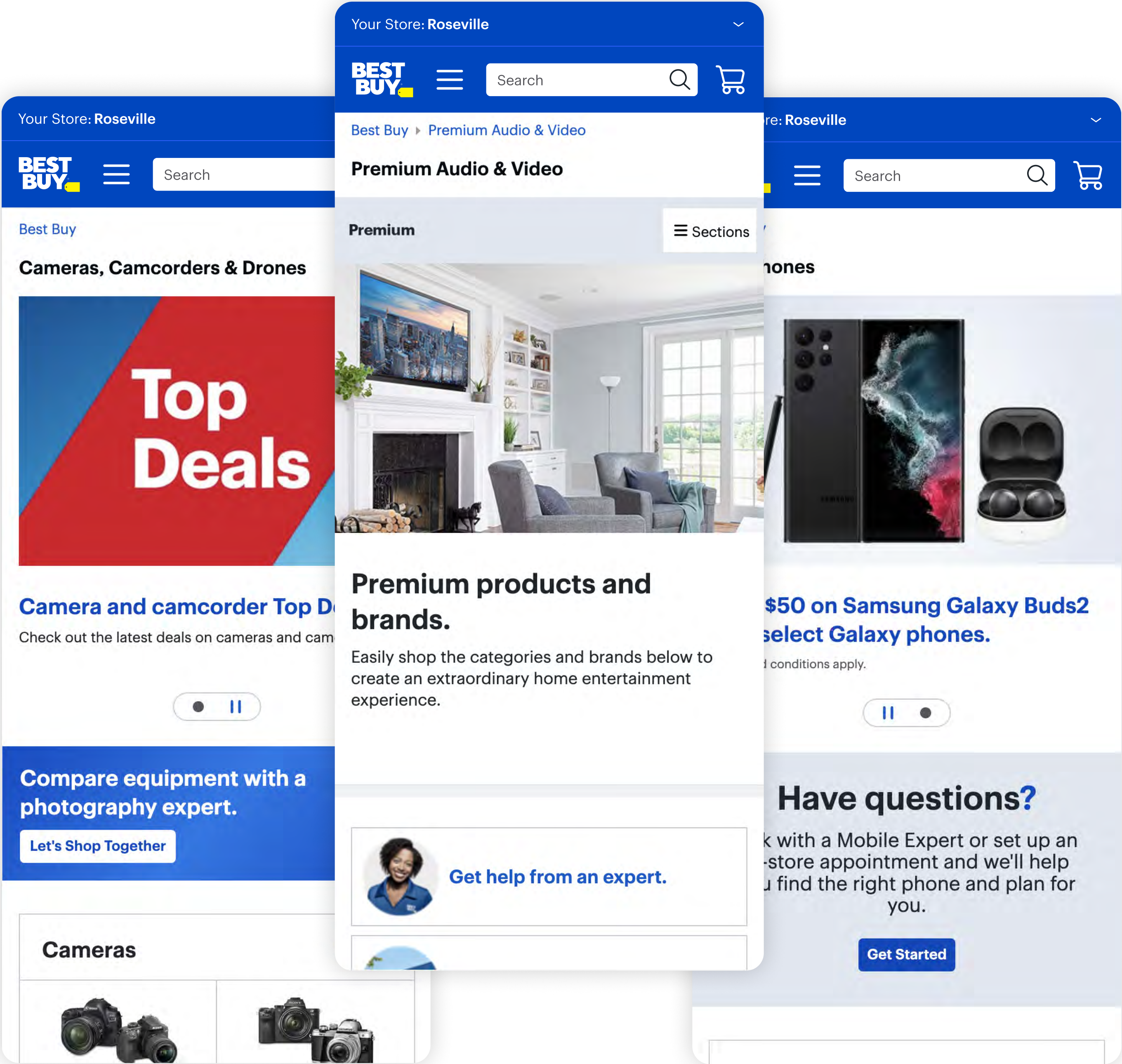
Primary
Around 90% of virtual store entries come from blue assist*
*data from post re-design (oct-dec 2022)



Secondary
Banners placed on various pages
5% from PDP banners (oct-dec 2022)

Page Type: Category.

These pages briefly insert virtual store entry points among links to deals and shopping pages as banners.



Page Type: Shopping.

Entry points on shopping pages can primarily be found through blue assist. In some categories they are also on PLPs and PDPs.

Your Store: Roseville

BEST BUY

Search

A Certified Personal Trainer will talk live with you.

Visit the Virtual Store


Filter & Sort

Get it fast

Availability

Bowflex - BXT8J Treadmill - Black

Model: 100998 SKU: 6514023



\$1,199.99

Save \$400

Was \$1,599.99

★★★★☆ (15)

Delivery in 3 days


See all availability

Add to Cart

Compare

ProForm - Sport 5.5 Treadmill - Black

Model: PFTL50921 SKU: 6482710



\$699.99

Save \$200

Was \$899.99

★★★★☆ (116)

Delivery in 3 days

See all availability


Add to Cart

Your Store: Roseville

BEST BUY

Search


< See DSLR Body Only



Add to Cart

Save

Best Buy Help



Shop with an Expert

See products live. Only be on camera if you want.

Start video call

Start live chat

Or, can we help you with something else?

Help with a Previous Purchase

Geek Squad Service

Order Status

Ask your question

Your Store: Roseville

BEST BUY

Search

The membership you and your tech deserve.

Up to 24 months of AppleCare+ on most Apple devices while you're a member

Free Geek Squad® tech support available 24/7/365

Free 2-day shipping

\$99 per year

Learn About Totaltech

Protection for your MacBook Air


★★★★☆ (308)

AppleCare+ for Macbook Air – 3 Year Plan

\$199.00

About \$5.53/mo.

Learn more



See products in action

Connect with an Apple expert over chat, voice, or video.

Let's Shop Together

Page Type: Landing Page.

There is one informational page on dotcom that also functions as an entry point into virtual store*.

*For certain categories: digital imaging, fitness, google computing, microsoft computing

Your Store: Roseville

BEST BUY

Search

Best Buy Chat Support

Let’s shop together.

Connect Now

Chat hours are from 8 a.m. to 9 p.m. CST.

Connecting with an expert is subject to Best Buy hours and may not be available at all times. See the [Best Buy Privacy Policy](#) for more.

How to connect with an expert.

Start chatting with a product expert and we'll guide you through everything from comparing items to checking out. We can even voice or video call with you anytime during the chat so you can see products and make informed decisions easily.

Live chat.

Stay in the chat or choose to connect via voice or video call.

Voice call.

Talk to someone in detail about your specific needs.

Video call.

See products in action and compare them side by side.

Fitness and exercise.

Certified personal trainers are ready to help you find your fitness equipment.

Cameras and camcorders.

Find the camera and accessories you want with a photography expert.

Car electronics.

Let one of our car electronics experts guide you to the right tech.

Microsoft.

Compare Microsoft products such as laptops, tablets and more with a Microsoft expert.



Themes.


Theme: Visual.

The visual design uses a variety of colors, gradients, buttons, links, icons, and images.

Let's shop together.

Connect Now

Chat hours are from 8 a.m. to 9 p.m. CST.



Shop with an Expert

See products live. Only be on camera if you want.

Start video call

Start live chat

[Change Category](#)

Talk to a home theater expert for free


Product support & repair

Televisions

Whole Home Theater

Home Audio

Accessories & Streaming Devices



Start Video Call

Start Chat

Available now


Available now

Chat with a Mobile Expert.

Or make an appointment with us to find the right phone.

Learn More





A Certified Personal Trainer wants to talk live with you.

Visit the Virtual Store




Get help from an expert.

Have questions?

Talk with a Mobile Expert or set up an in-store appointment and we'll help you find the right phone and plan for you.

Get Started



See products in action

Connect with a photography expert over chat, voice, or video.

Let's Shop Together



Compare equipment with a photography expert.

Let's Shop Together

Have questions?

Talk with a Mobile Expert or set up an in-store appointment and we'll help you find the right phone and plan for you.

Get Started



Shop with an Expert

See products live. Only be on camera if you want.

Start video call

Start live chat

Chat with a Mobile Expert.

Or make an appointment with us to find the right phone.

Learn More



Theme: Copy.

How we talk about virtual store across entry points has some discrepancies.

< Change Category

Talk to a home theater expert for free

Product support & repair

Televisions

Whole Home Theater

Home Audio

Accessories & Streaming Devices



Start Video Call

Available now

Start Chat

Available now

Let's shop together.

Connect Now

Chat hours are from 8 a.m. to 9 p.m. CST.



A photography expert wants to talk live with you.

Visit the Virtual Store



See products in action

Connect with a photography expert over chat, voice, or video.

Let's Shop Together



Compare equipment with a photography expert.

Let's Shop Together

Theme: **Humans.**

We're using a variety of humans in our entry points, some of which are recognizable from other experiences on dotcom.





Problems.

Inconsistent entry points between product categories.

Each category has different types of entry points which leads to an inconsistent customer experience.

	Category Page	PLP	PDP	Blue Assist	Shop with an Expert
Major Appliances				✓	✓
Small Appliances				✓	✓
Apple Computing			✓	✓	✓
Google Computing		✓		✓	✓
Microsoft Computing		✓		✓	✓
Autotech				✓	✓
Digital Imaging	✓	✓	✓	✓	✓
Fitness	✓	✓	✓	✓	✓
Wearables	✓				
Home Theater Core				✓	✓
Home Theater Premium	✓			✓	✓
Mobile Sales	✓				✓

Inconsistent entry points for the same product category.

Entry points for the same category, sometimes on the same page, have different visual design and messaging.

Let's shop together.

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See products in action

Connect with a photography expert over chat, voice, or video.

Let's Shop Together

Best Buy Help



Shop with an Expert

See products live. Only be on camera if you want.

Start video call

Start live chat



Compare equipment with a photography expert.

Let's Shop Together




A photography expert wants to talk live with you.

Visit the Virtual Store

Inconsistent imagery.

Virtual store prides itself on the human connection and has expressed they want to focus on real employees.

Using employees that are common across dotcom could lead to a perceived lack of expertise.





A photography expert wants to talk live with you.

Visit the Virtual Store

Shop with an expert, right from home.

Call, chat, video chat or in-home consultation.






Shop with an Expert

See products live. Only be on camera if you want.

Start video call


Start live chat



See products in action

Connect with a photography expert over chat, voice, or video.

Let's Shop Together



Get help from an expert.



Free expert advice while you shop.

Connect the way you want

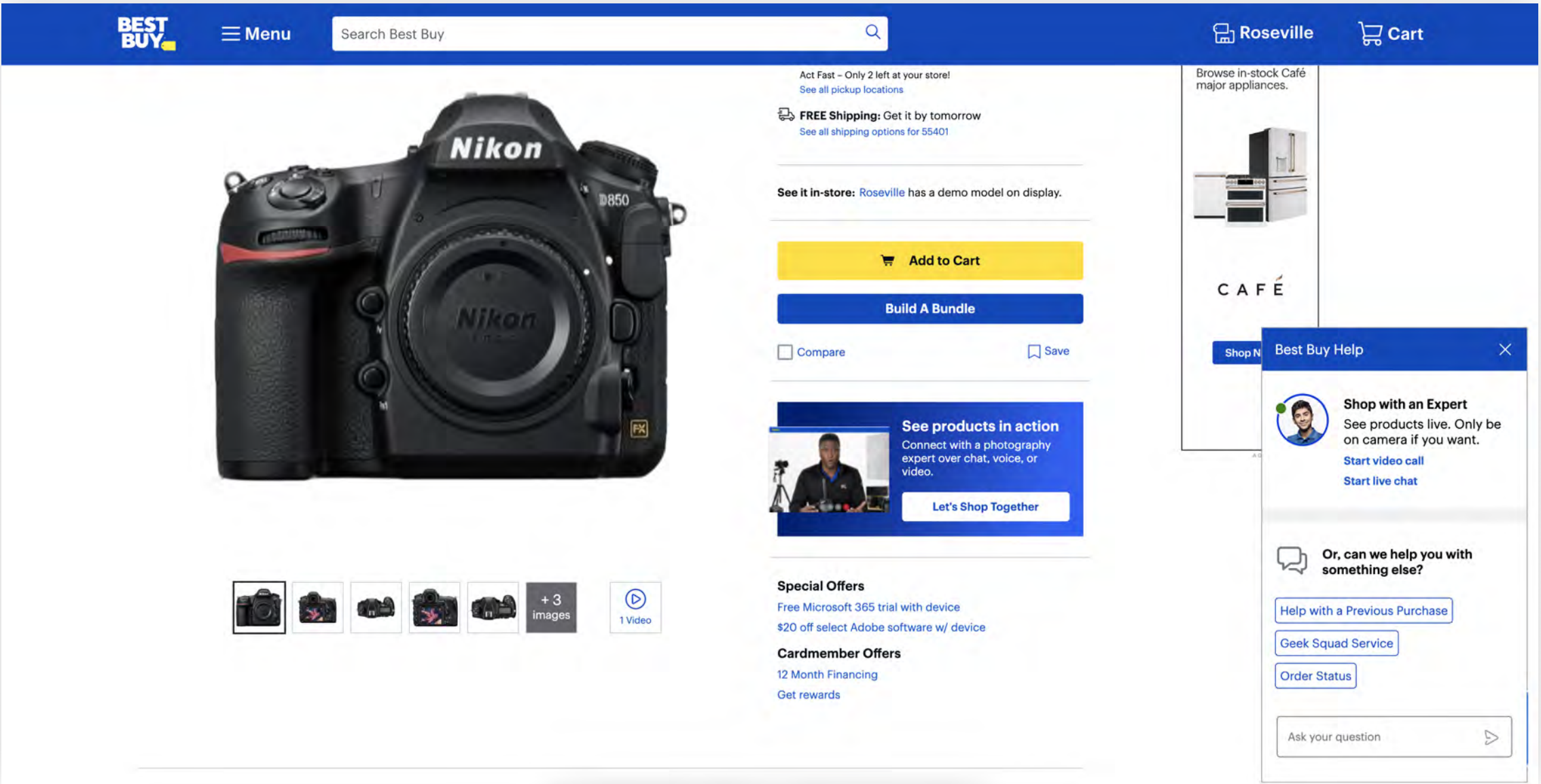
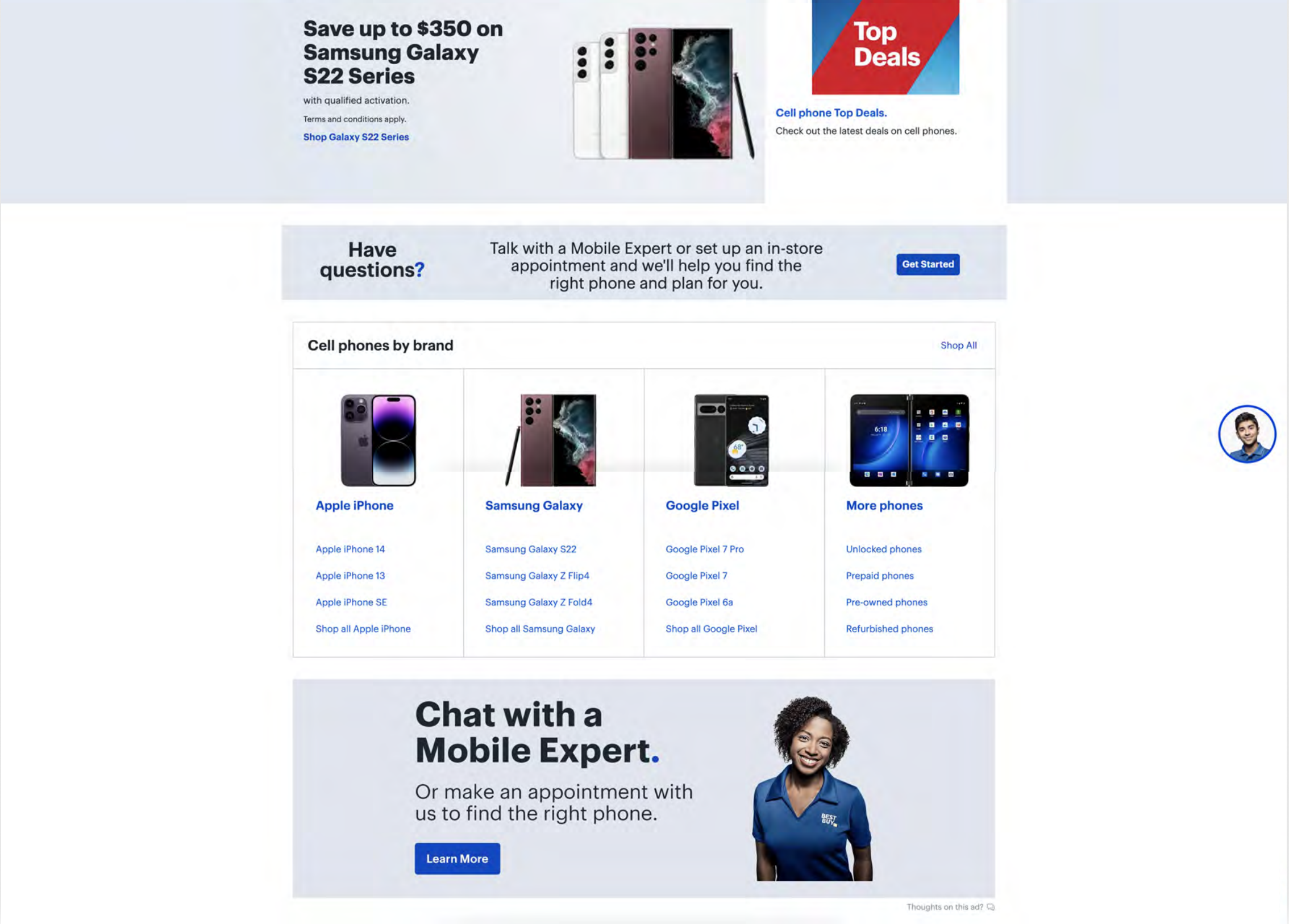


Talk to an expert now over chat or video. Or schedule a free appointment in store, at your home, or virtually.

Duplicate entry on a single page.

Some pages have multiple entry points into virtual store, this can lead to confusion for customers who aren’t sure what the purpose of each entry point is.

“There was an expert in there too. It didn't say anything about a photography expert but it did say expert. I assume if I clicked through I could have maybe gotten to the photography expert doing it that way.”





Final Thoughts.

Strategic vision, shared understanding, and partnerships can improve the customer experience.

Virtual store lacks a strong aligning vision which is causing confusion in how we present it to customers.

We will be working toward clearly communicating the benefits of virtual store to customers in a streamlined experience that will connect them to the right expertise based on their communication preferences.



Next steps.

- Connect with Marketing and Brand partners
- Collaborate between channels to further discover and map gaps in the experience
- Design a more consistent experience that caters to customer preference, while offering best channels to access the right help within categories and products.

Thank you.