

fullstory + 

# Hudson's Bay Company Innovates Its Digital Shopping Experience with FullStory

CUSTOMER STORY





ABOUT

- **Industry:** Retail
- **Company size:** Large Enterprise
- **Use cases:** UX research, Customer journey, X-Banner collaboration

Hudson’s Bay Company has a long legacy. As the oldest commercial corporation in North America, it has gone through many evolutions. Today the company owns and operates one of the most respected luxury fashion brands in the United States (Saks Fifth Avenue) as well as the most beloved department store in Canada (Hudson’s Bay). The digital shopping experience is top-of-mind for Hudson’s Bay Company as it looks to continue to thrive in the modern era.

*“ FullStory comes up in every voice of customer meeting. We are able to walk people through the actual pain points shoppers are facing and show what we found and how we were able to quickly resolve the issue. Or how we plan to improve the digital experience to add more value for our shoppers.”*



—  
Yi Cao  
Senior Manager, Product Research  
Hudson’s Bay Company

Hudson’s Bay Company chooses FullStory and empowers teams with contextualized customer insights

Building a website tailored to customer needs

Prior to FullStory, Hudson’s Bay Company struggled to identify actionable digital experience insights efficiently. Technical complexities and over-burdened data teams made it difficult for product owners to quickly spot and address shopper frustrations and opportunities for improvement. With FullStory, product owners can diagnose and prioritize issues based on real-time shopper interactions with the digital experience. For example, the Saks team used FullStory to better understand the customer journey, touchpoints, and friction on their current website. They used this data to identify opportunities and build a website that will be tailored to customer needs.

Gaining a complete picture of the digital customer experience with FullStory and Medallia

Hudson’s Bay Company is a customer-centric organization that has long relied on shopper feedback to guide decision making. By combining FullStory with Medallia, a leading experience management platform, product teams can investigate customer feedback in the context of that person’s actual online experience. This unprecedented visibility allows teams to quickly resolve issues and provides inspiration for how they can add more value to the digital experience.

Innovating the digital shopping experience through the Saks+ pilot program

A seamless experience is crucial to earning customer trust in a new program. With FullStory, the Saks+ team is able to find and effectively fix any usability issues. From understanding how shoppers filter and navigate, to investigating dead click and Rage click trends, the team can confidently improve the user experience before moving into phase two of the pilot.

RESULTS

1

Saks+ pilot program validated with FullStory insights

18

Bugs identified and fixed in 3 months

3

Site migrations kicked off using FullStory

