

CASE STUDY / RETAIL / ECOMMERCE

Delivery certainty helped shoppers finish checkout

A furniture retailer increased completed orders by 13.8% by answering a practical question before the payment step.

About Company: UK home furnishings retailer · 650 bulky-item products · Own-site delivery scheduling

Roles: Head of Digital Trading · Customer Experience Manager

FullSession: Funnels · Session replay · Feedback · Daleel · Max AI

13.8%

relative order lift

18.43% → 20.97%

checkout completion

459

additional treatment orders

01 An objection disguised as abandonment

Company sold sofas, dining tables and bedroom furniture with delivery windows that varied by postcode and stock location. Its checkout funnel showed a steep exit before payment. The trading team suspected delivery charges; the Customer Experience Manager kept hearing a different question: could the buyer actually be home when the order arrived?

02 Two sources pointed to the same uncertainty

The team asked Daleel to investigate the postcode-to-payment journey in FullSession and used its analysis to choose sessions for review. **Replays showed shoppers returning from checkout to delivery information and opening the same help panel several times.** Feedback referred to timing more often than price.

Separately, the Customer Experience Manager reviewed 60 delivery-related conversations handled by Max AI, the support and sales assistant. Thirty-four asked about arrival timing or booking a delivery slot. Those conversations were chosen to sharpen the hypothesis, not to measure it; individual chats were never matched to replay identities.

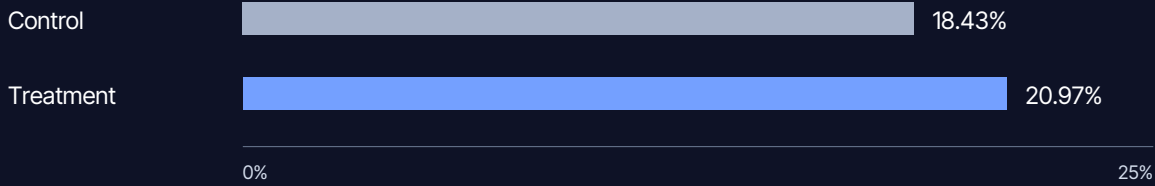
03 Put the answer where the decision happens

Company added a postcode-based delivery window to product pages and repeated it in the basket. The checkout explained when a slot would be selected and distinguished in-stock from made-to-order items. Max AI used the same delivery policy to answer follow-up questions. Engineering connected the displayed dates to the existing fulfillment service, so the dates shoppers saw were the retailer's own.

"People were asking whether they needed to take a day off work. We had been answering with a shipping policy."

Customer Experience Manager

Checkout completion · control vs treatment



17,963 control and 18,041 treatment visitors · 35 days · Concurrent randomized test

04 A controlled result, not a discount effect

In a 35-day randomized test, 17,963 eligible visitors who started checkout for an in-stock bulky item saw the original journey and 18,041 saw the new one. The original journey produced 3,311 completed orders; the new journey produced 3,784. Completion increased from 18.43% to 20.97%, a gain of 2.54 percentage points or 13.8% relative.

Measured against the control rate, the treatment cohort produced about 459 additional orders. Prices and delivery charges were unchanged. Seven-day cancellations were 4.2% in control (139 of 3,311) and 4.0% in treatment (151 of 3,784), with no increase in the observed cancellation rate.

05 How checkout completion was measured

Assignment was persistent at visitor level. The denominator was visitors starting an eligible checkout; the outcome was a completed order within seven days. All entrants received the full follow-up period. The experiment tested the delivery-information bundle, including consistent answers from Max AI. The result applies to the bundle; individual component effects and delivery punctuality were not measured. Rates and relative improvement are rounded.

06 A repeatable trading decision

Daleel accelerated the investigation, while replay and feedback supplied evidence the team could inspect. Max AI contributed a view of shopper questions and consistent assistance. The durable Core UX improvement was a clearer buying journey. The Head of Digital Trading extended the same research approach to assembly information, starting a separate test rather than assuming the delivery result would repeat.

"We did not need a stronger offer. We needed the offer to be understandable before someone committed to a £900 purchase."

Head of Digital Trading

Explore this workflow

See how FullSession helps distinguish a price objection from a missing answer in the buying journey.

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