



It is very important to understand how the UX and usability can affect the return on investment, or ROI. There are several different aspects that work with one another to affect the ROI, which can determine the direct income that a business has. There are two main groups that measurements can be divided into, and each of these categories can change the ROI, for better or worse.

Business Aspect

The first category that will be looked at will be based on the business side of things. This includes things like conversions and acquisitions as well as cost savings. Conversions are very important because this is the metric that is used to determine how many people are taking action when they visit your site. For example, are visitors purchasing a product or subscribing to a newsletter, or are they just browsing and then leaving? If your conversions are low, you need to look at where the focus needs to be and how you can increase your conversions to affect your ROI. On the other hand, cost savings are in place to make sure that you aren't overspending in the wrong areas. If your business isn't moving forward the way you want it to, think about where your funds are going and if they are all being spent the right way.

Another aspect that needs to be considered is customer retention. It's great to have people come and purchase things, but are they coming back? If they are happy with their overall experience, they will return to you to do business once again. Take a look at your conversions and think about how many of those customers are returning customers. If they aren't coming back, you need to look at the reason why and evaluate it carefully. Don't just assume that people who are buying from you will come back. You may even need to create a little incentive, such as a customer loyalty program, to keep them coming back to you. Your traffic can tell you a lot about your customers and their habits, so be sure to keep that in mind when you are analyzing your business model.

Service Aspect

While looking at the business side of things is important, you also need to think about the customer experience. Are they being treated in a way that makes them want to come back? Is the site easy to use and not confusing? If you have any issues with how your customer service is handled, even the most successful business model will fail. Be sure to look at how engaged your customers are and listen to their feedback. If they are not satisfied with their experience, examine what the sticking points are and address them.

Customers need to feel like they are valued, and that's where building a brand comes in. If you want to be successful, you need to create a service level that beats the competition. Let customers know you appreciate their business and that you value their time. Don't make them wait for long amounts of time just to resolve a problem, and don't overwhelm them with too much at one time. Let them take control of their experience and the rest will work itself out. Customers don't want to feel like they are just a number, let them see how you have made changes to make their experience better, and they will return the favor by being loyal to your brand.

Using Tools Effectively

One of the easiest ways to increase customer satisfaction while keeping costs low is by using WalkMe. [WalkMe](#) is a digital GPS unit that guides users through issues that they are facing. This means that they don't have to sit and wait for a customer service agent to get in touch with them; they can find the answer on their own and get back to their day. It's using tools like this effectively that will help you increase your ROI and also get more people interested in what you have to offer.

A promotional banner for WalkMe. The background is blue with a white curved shape on the right side. The text is white and yellow. It says "Take your User Experience to The Next Level With WalkMe" in white, followed by "Subscribe to Our Free Plan Now" in white. Below that is a yellow button with the text "GET STARTED WITH OUR FREE PLAN" in black and a white arrow pointing right. To the right of the button is the WalkMe logo, which consists of the word "walk" in white and "me" in blue inside a white speech bubble shape.

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