

Case study Décathlon Activités

What is Decathlon Activités?

A digital platform for consumers to find and book sports activities with skilled professionals, locally. Part of the Decathlon group.

3000+

feedback collected

12

Live reports available to the product team

84%

User experience satisfaction detected by Feedier

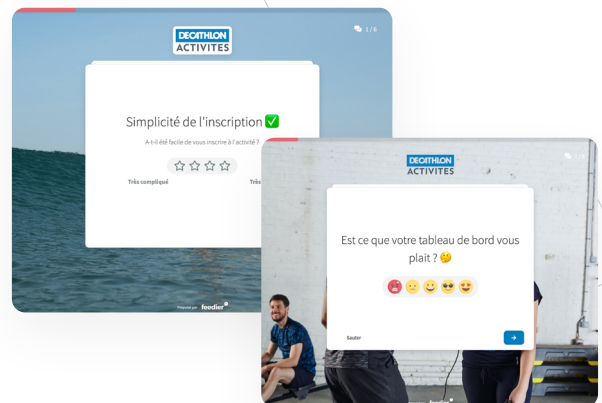
39sec

Average response time

The business Issue

For Decathlon Activités, their users' experience is the number one priority. In response to a brand new version of their application, the product team wanted to exceed user's expectations and always be two steps ahead.

They wanted to continuously monitor their user's feedback at key moments of their journeys so they



could increase user return rates, book more activities and fulfill Decathlon's mission: Helping, inspiring and guiding you through your sports experiences.

Decathlon Activités is dealing with two different types of users, the consumers that book an event and the event organizers. Both have access to completely different interfaces.

To succeed, the team needed to record satisfaction KPIs (like the NPS) continuously to make sure every application update pushed the scores up.

Due to the number of activities available (skateboard, trail, yoga, rugby, roller, running, hiking, biking, cross-training etc) and the local aspect of the platform going from digital to the real-world for the event, Decathlon Activités also needed to organize every feedback based on the user's preferences in order to precisely identify issues and solve them before a user churned in silence.

The solution

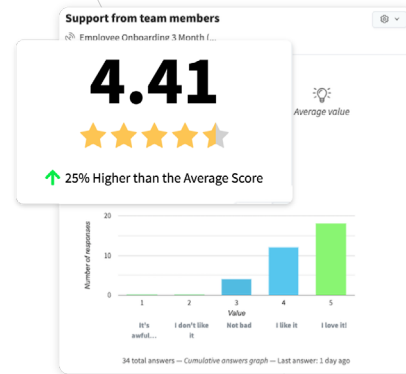
With Feedier's feedback widget and analytics suite, Decathlon Activités has been able to design highly interactive feedback surveys and monitor their key KPIs in one place. They were able to get a better understanding of their users' experiences in the moments that mattered the most.

They achieved this through monitoring a live representation of their user journey and distributing easy-to-share reports to the wider team for immediate action.

Where boring surveys and non-actionable 5-star website widgets failed, Feedier provided an interactive feedback module that relies on gamification techniques and smart conditioning to minimize the user response time while maximizing the level of insights.

As Decathlon strives to go the extra mile for its users, they opted to build a flow that didn't pollute the user experience. Using the Feedier JavaScript API they only displayed the feedback widget, at the moment that mattered most.

They were able to successfully align the users' needs with the product team's business objectives using Feedier as their all-in-one experience management solution.



"I have been impressed by the number of feedbacks we collected thanks to Feedier's widget in a very limited time! The tool is super efficient and effortless to implement thanks to their dynamic web widget. The dashboard allows you to set up surveys, displays, and parameters without requiring any code! It also facilitates analysis and enhances results sharing with the whole team. Feedier is definitely an absolute solution we couldn't do without today."



Eddy Billard
Head of UI/UX Design

Discover Feedier in action and schedule a personalized demo [here](#)

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