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# How We Improved UX & Reduced Overhead with Onsite Polling

a digital marketing case study



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## The Company



## Type

Physician Certification

## Case Study Content

User Experience

Content Marketing

Conversion Optimization

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## The Situation

The American Registry of Diagnostic Medical Sonography (ARDMS) needed help with their goal of increasing engagement for a credential verification widget.

The goal of the widget is to provide employers and patients with a directory to verify that medical professionals are ARDMS-certified.

As an accrediting organization, this widget is a critical tool. But unfortunately, it wasn't getting much use by the employers and patients that need it most. Even after adding the feature to the sidebar, ARDMS still received thousands of emails and phone calls every month asking to complete verifications manually. They simply couldn't keep up with the volume and still maintain profitability.

So they called on the conversion rate optimization and usability expertise of WebMechanix.

## What We Did

To increase engagement with the widget, we leveraged onsite polling to learn more about (fig 1):

- The demographic they prefer to use in order to verify credentials (name, location, etc.)
- The most common reason for using the verification widget
- Other suggestions for improving the verification process

After reviewing more than 5,000 poll results, an overwhelming 76% of responders said they would prefer to use the medical professional's last name for verifying ARDMS credentials.

This data clearly illuminated users' frustration. The existing widget required an ARDMS number to verify credentials. Employers and patients usually didn't have access to that demographic, forcing them instead to call or email our client.

Based on this information, the widget was adjusted to allow users to enter either the last name or the ARDMS number of the medical professional.

“The change increased engagement with the widget by a **whopping 508%**... [it] nearly halted the barrage of phone calls and emails, greatly reducing associated overhead.

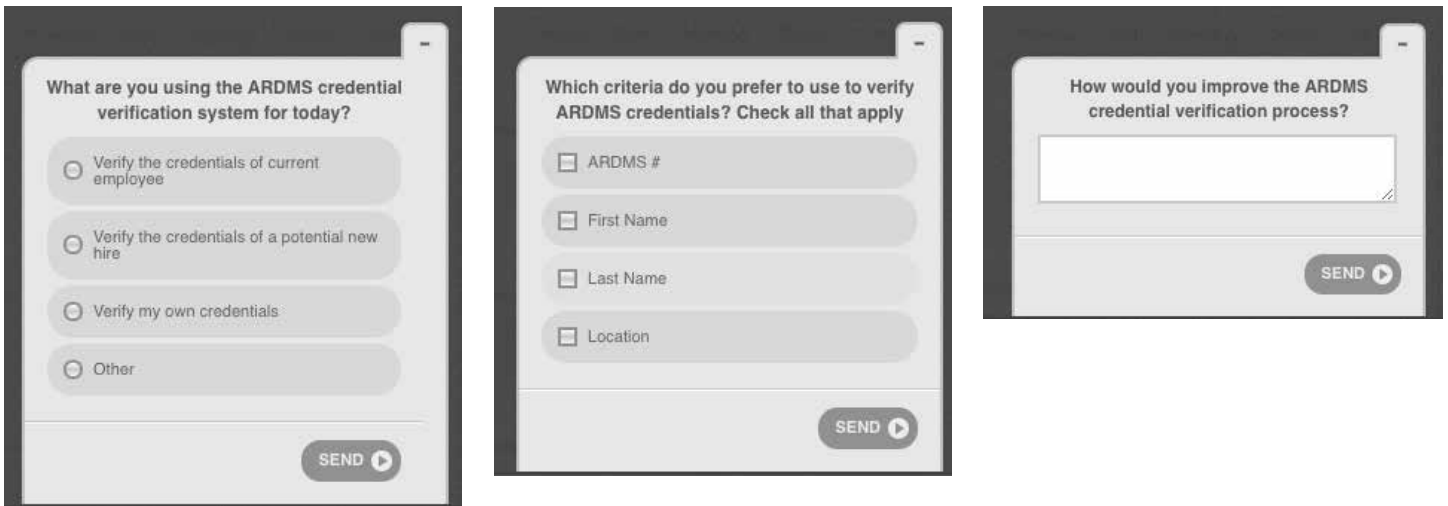
# Results

Almost overnight, the change increased widget engagement by a whopping 508%. What's more, this simple tweak nearly halted the barrage of phone calls and emails, greatly reducing associated overhead.

Thirty days prior to the widget update, we had 1,187 widget submissions. During the same period after going live, we had 6,032 submissions.

Following the popularity and success of this change, ARDMS leverages the widget as a prominent feature in the site header. The tool now averages well over 10,000 submissions a month from satisfied users.

fig 1. Onsite polling used to identify new solution



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