

# Top Credit Reporting Firm: Website Feedback

**Objective** Determine reasons for high dissatisfaction among clients at a new section of the firm's website

**Data Source** Client provided verbatim data

**Question** *"What's the first change you'd make?"*

**ThoughtSCAN**<sup>®</sup>

VERBATIMS

ThoughtScan Frequency

time

159

passwords

114

log

76

out

69

**ThoughtTalk**

*"Timing out too quickly and having to log back in."*

*"You can't stay logged in all day. Log ins are a hassle?"*

*"If I forget my password or login name it boots me out after three attempts."*

*"I can't see reports or information over time."*

**Results**

The client realized the need for faster, easier logins plus a longer usage time without automatic shut downs. User ratings improved significantly following site changes.

[www.wallacewashburn.com](http://www.wallacewashburn.com)