Digital Customer Journey

- Paid Advertising
  - Google Ads
  - Display Network
  - YouTube
  - Social Channels
- SEO
- PR
- Television
- Word of Mouth
- ATM

1. Awareness of the brand

2. Consideration of the products offered

- Email campaigns
- Testimonials and reviews (written & video)
- Blog articles
- Remarketing with paid advertising
- Influencers

New Customer

3. Converting and becoming a customer

- Website signups and customer conversions
- In bank customer conversions
- ATM customer conversions

6. Advocacy of the brand

- Testimonials and reviews
- Blog articles
- Loyalty programs
- Influencers
- Email campaigns

5. Creating customer loyalty

- In App service offerings
- Ease of use of current products (App and Internet Banking)
- Loyalty programs
- Call centers (quality customer service)
- Ease of use of technology platforms
- Promotions

4. Servicing the customer

- In App service
- Online banking
- Email campaigns
- Call centers
- Online chats
- Website content (FAQ)

1. Awareness of new products

2. Consideration of the products offered

Current Customer

3. Converting and adding the new product to the customer portfolio

6. Advocacy of the brand

5. Creating customer loyalty

4. Servicing the customer

Website Analysis

The current experience and user flow of the website is well researched, thoroughly thought out and exquisitely implemented. The site is easy to use and flows incredibly well. There are a few changes that I would implement.

Improvements & Changes

- Include campaigns from social media channels within the current structure of the site. For example including the recent Arts Campaign or the Cybersecurity campaign to the homepage. I understand that the aim could be to elevate the Absa brand, therefore by not adding campaigns to the homepage, the integrity of the design is not compromised.

- Remove the chat bubble for afterhours. The grey icon depicts that the chat is offline or out of service, but for a lay man the grey icon could depict that the website is broken.

- Improvements to the Mobile Menu can be made to create a better user flow. The Quick Links sections can be moved below the full menu as this is in between the Banking sector selection and the options that belong with that selected sector.

- Decrease the Covid banner slightly on the mobile site. This is taking up space. If the reason is for it to be bold and stand out, then the banner is serving its purpose.

- Addition of an AI chat bot to assist in navigation to areas of the website. The bot can act as a receptionist directing the traffic to areas of the site. Or the bot can be included into the Online Chat. Afterhours it can field queries or direct users to areas on the site to answer queries.

Digital Project

The below website and lead generation tool was built for Kubota South Africa. Kubota Tractors are known as compact orchard and vineyard tractors in the industry.

Project to solve business problems:

We needed to solve a business issue whereby leads were not being actioned timeously and quotes were not be created quickly for customers.

The website was outdated and needed to be brought up to date with current industry trends.

To solve these issues we custom developed a lead generation and quoting tool alongside designing and developing a new website.

The Project In Depth

The Instant Quote Project was born during load shedding. Smith Power Equipment is an importer/distributor of multiple brands. One being Smith Power Generators.

When we were faced with load shedding, we found that we could not cope with the influx of leads. We decided to solve the issue of firstly not being able to send a quote to a lead quickly enough, and secondly losing business, by creating an auto quote generator. Thus Instant Quote was born.

As all pieces of software Instant Quote started out small. Initially we wrote a PHP script to generate a Quote PDF on the fly once the form was completed. This triggered an email to the lead and salesperson. Lastly injecting the lead into a MySQL database.

From here we started evolving Instant Quote. We needed to be able to cc multiple staff into the emails and inject the lead into our CRM. We wrote an API to inject the lead into our CRM and evolved our code to include various parties.

Then with Kubota came a nationwide dealer network. We needed to include our dealers into the communications as well as give the user an option to select their nearest dealer. We also had to deliver the information quicker to our dealers to action. If a dealer is out in the field, they need access to information quickly. Thus we decided to send their lead via WhatsApp.

We evolved our code further to send WhatsApp and SMS communications to the lead and dealer.

Lastly, we embarked on completing the circle and creating mailer journeys for our leads to understand how our business works and provide them with more information about our models.

Below is an illustration of the website I designed and developed and the Instant Quote system I co-developed.

Kubota South Africa Website: Homepage
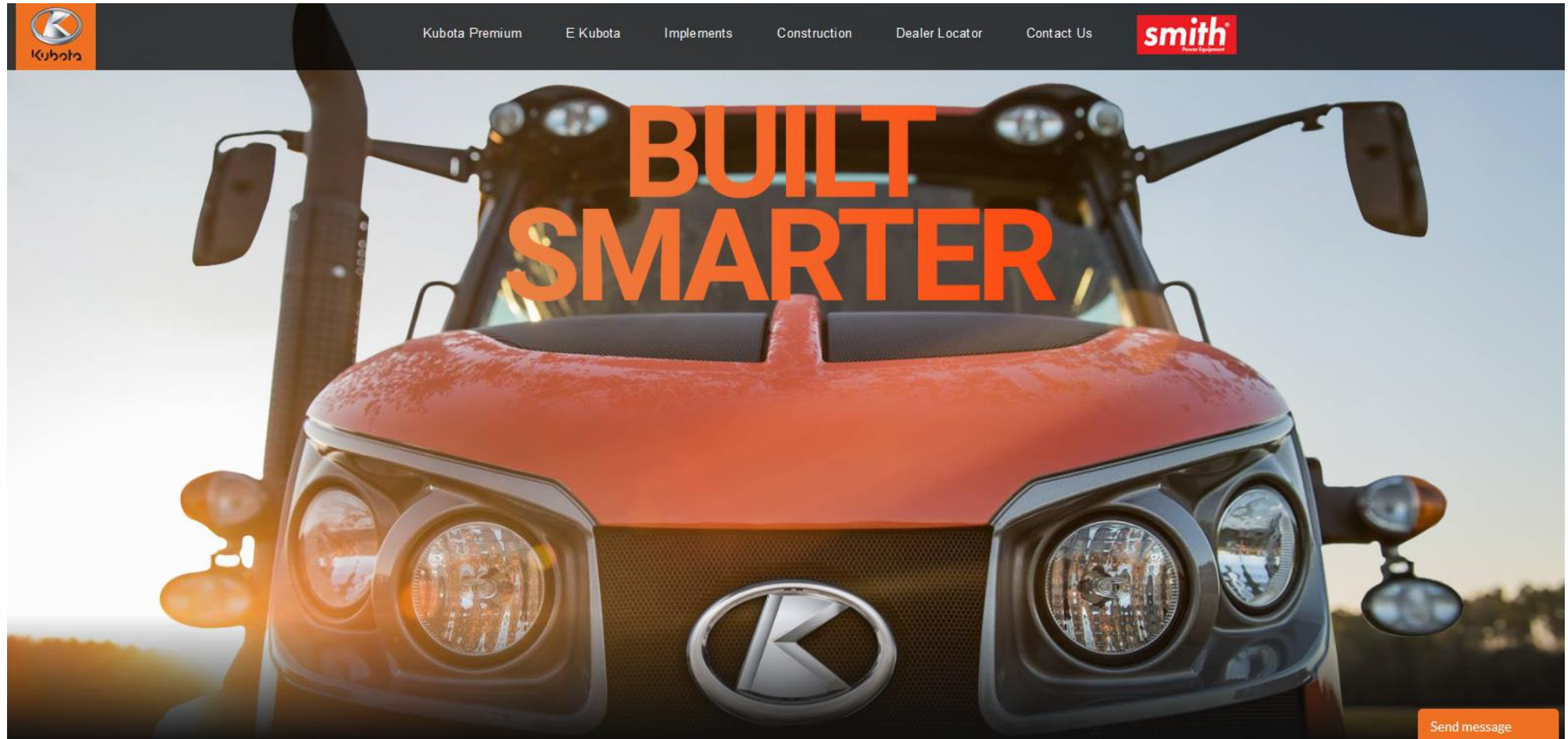
Tractor Landing Page: Navigate to Series
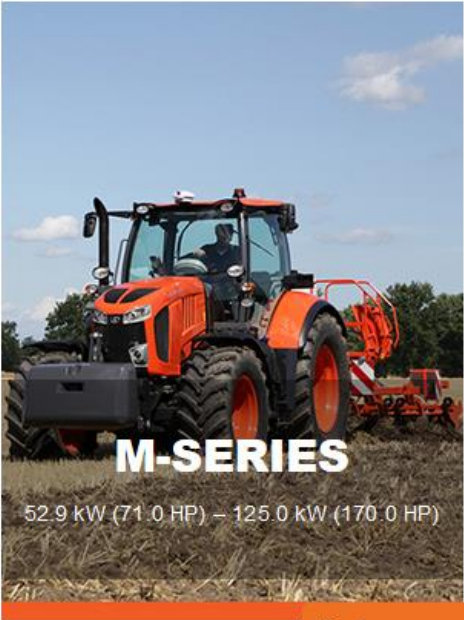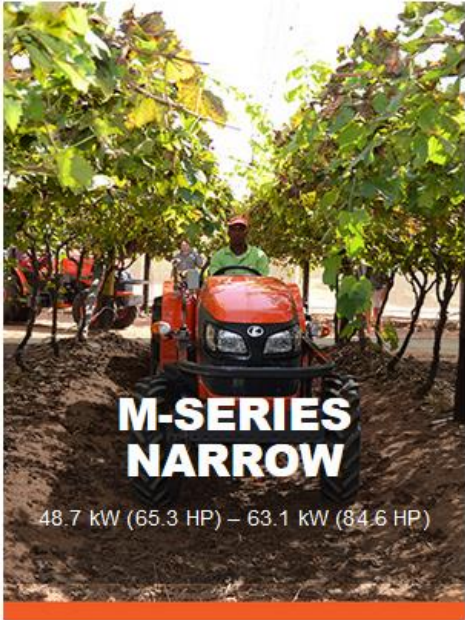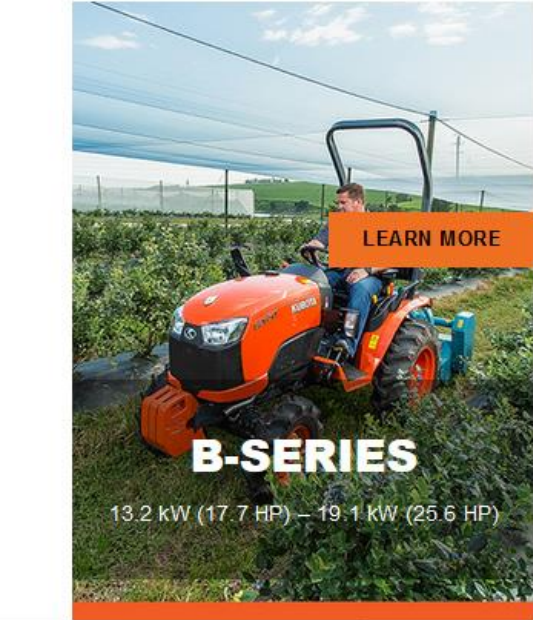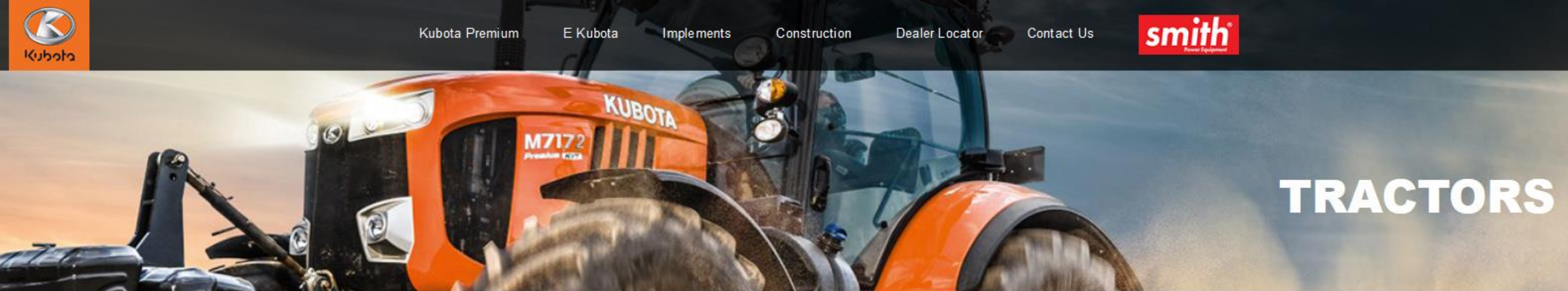
Tractor Landing Page: Navigate to Model

Model Landing Page: Navigate through the page to end on Instant Quote form

The page has been designed to take a user through the specs of a tractor, key features and lastly to the Instant Quote lead form. At any point, a user can navigate to the information they require for the unit
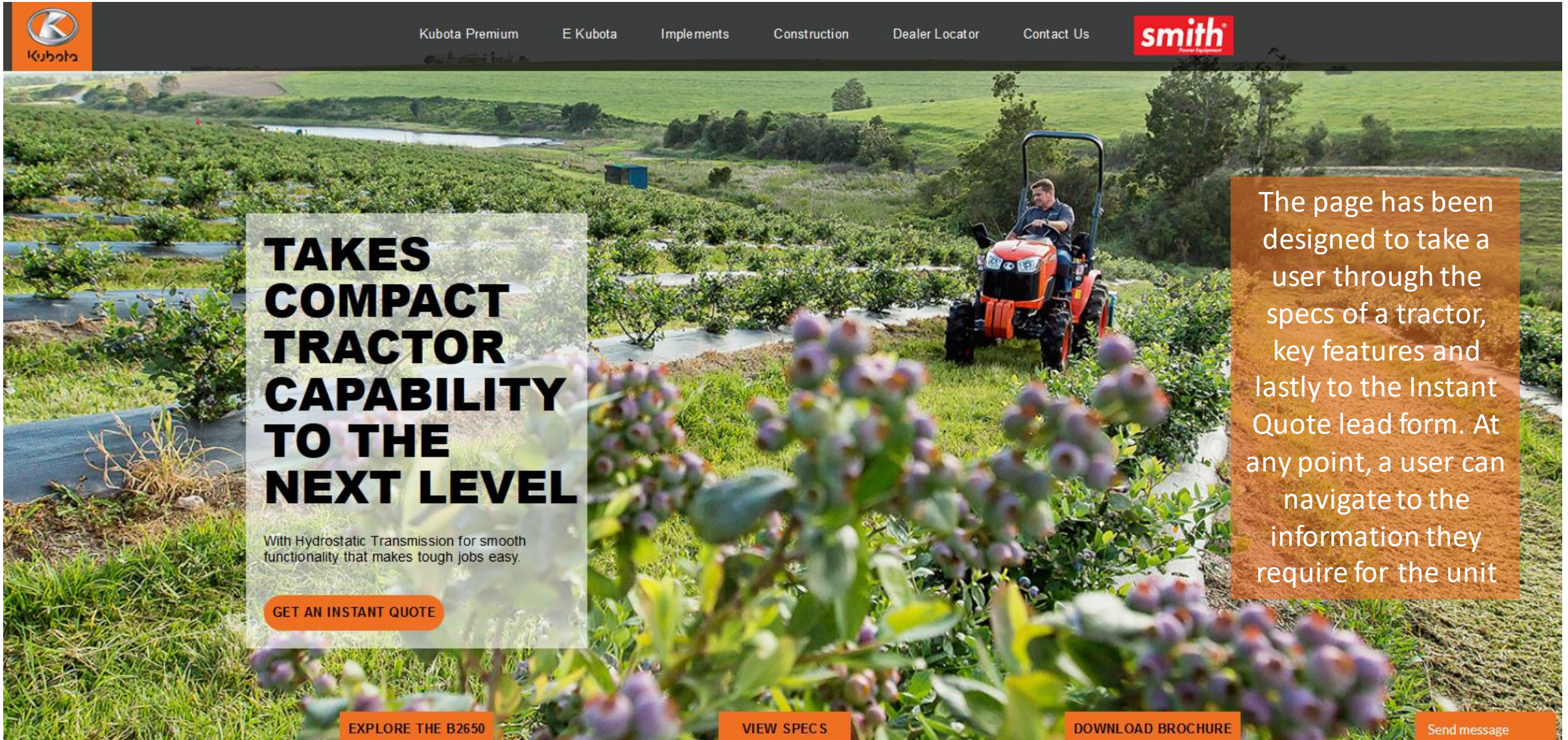
Model Landing Page: Navigate through the page to end on Instant Quote form

EXPLORE Kubota Premium   E Kubota   Implements VIEW Construction   Dealer Locator   Contact Us WNLO smith

POWER

Fitted with a powerful 26 HP (19.1 kW) Kubota diesel engine providing smooth power delivery when you need it. For easier operations the tractor is fitted with a durable hydrostatic transmission and HST pedal for ease of use.

VERSATILITY

Equipped with high quality Kubota engines and HST transmissions, Kubota delivers the extra durability and reliability you demand for a wide range of jobs. Whether you're mowing, landscaping or doing light utility work, the B2650 is the best choice for durability, versatility and comfort.

A user can either navigate to a section on the page or open the online chat to ask our team questions.

INSTANT QUOTE B2650   VIEW SPECS   DOWNLOAD BROCHURE   Send message

Model Landing Page: Navigate through the page to end on Instant Quote form

Model Landing Page: Navigate through the page to end on Instant Quote form

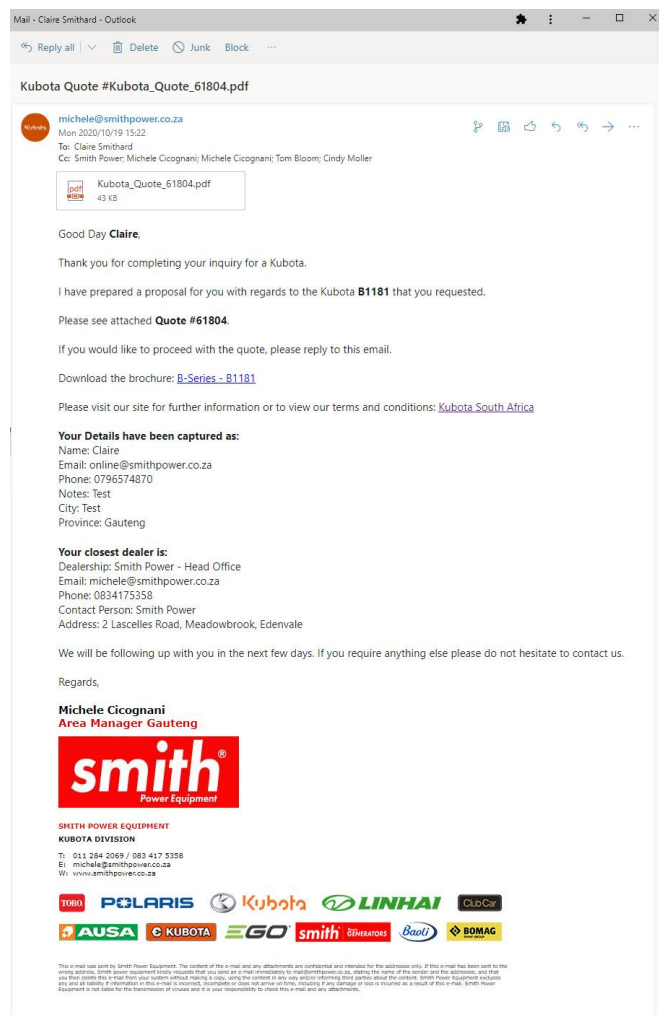# Model Landing Page: Navigate through the page to end on Instant Quote form

A user can complete this Instant Quote form. Once completed various actions are triggered:

1. Email with a Quote for the unit created on the fly sent to the lead.
2. Email to the dealer to inform them of the lead.
3. Injection into the CRM to continue the lead journey and customer conversion.

4. SMS sent to lead.
5. WhatsApp sent to the lead containing the quote, dealer contact details, brochure and video on the unit.
6. WhatsApp sent to dealer containing the leads contact info.

Kubota Premium   E Kubota   Implements   Construction   Dealer Locator   Contact Us

smith
Power Equipment

GET AN INSTANT QUOTE

First Name *

Last Name *

Email Address *

Enter a valid email address

Phone *

Format: 0821234567

City *

Queries:

Province *

Select Province

Dealer *

Select your preferred Dealer

CLICK TO ADD **OPTIONAL EXTRAS** TO YOUR QUOTE:

QUOTE ME NOW!

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

By submitting this form you agree to our Terms and Conditions and Privacy Policy.

Send message

Instant Quote Communications: Sent to the lead and dealer

Email sent to Lead, Dealer and Area Manager

PDF Quote (auto generated) sent to the Lead and Dealer

WhatsApp sent to Lead and Dealer containing PDF Quote, brochure, dealer contact details and dealer location
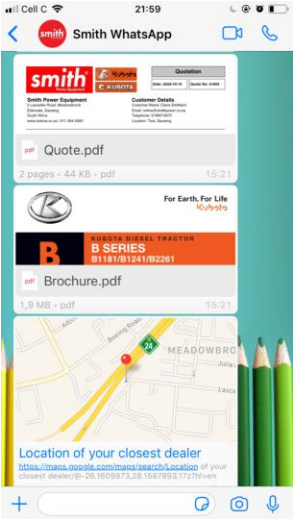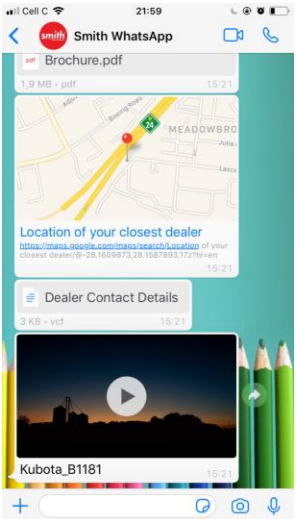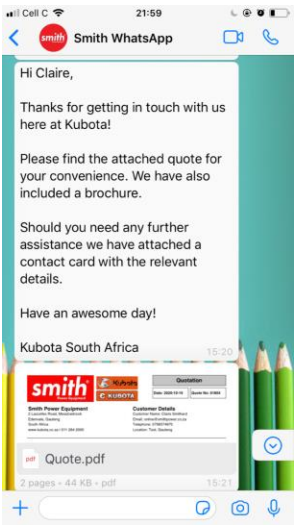
Instant Quote CRM Journey: Lead injected into CRM

Lead is injected into CRM to begin the conversion process

Instant Quote Email Journey: Mailers
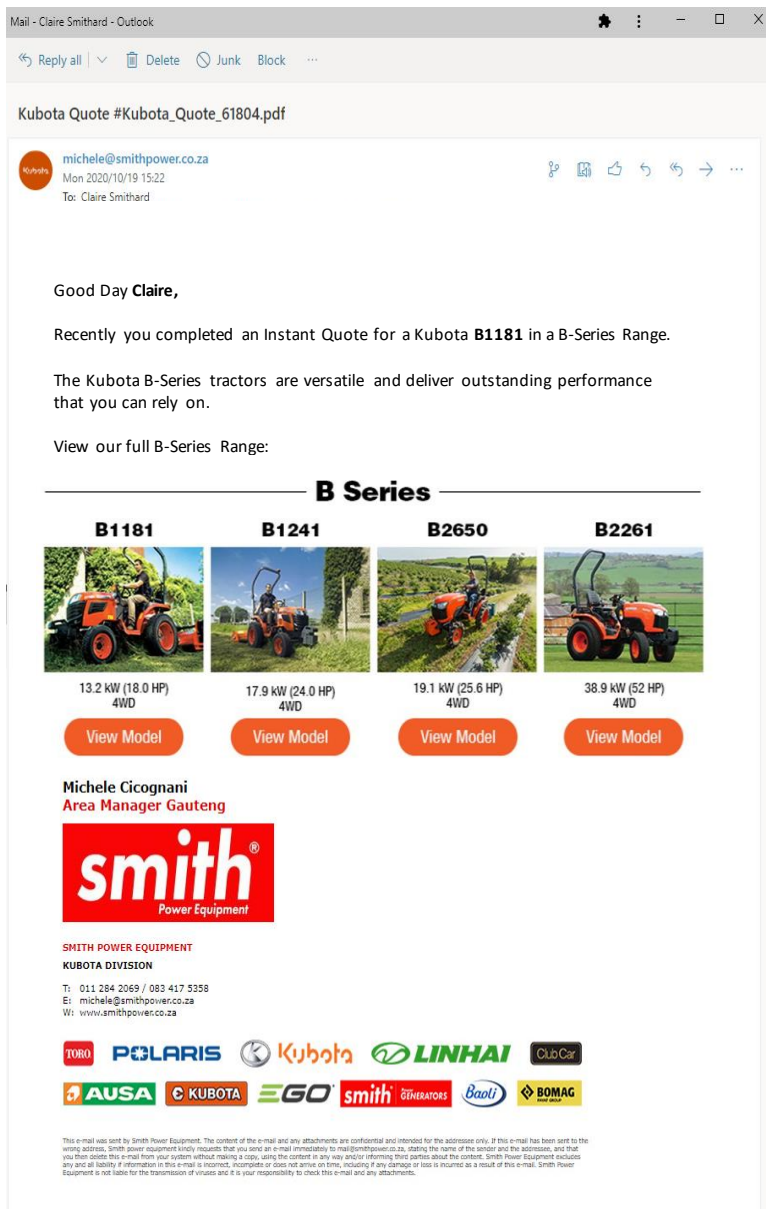
In the equipment industry, our mailers are simple.
The reason for the simplisicty is that we find our customers respond better to the mail coming from a salesperson or dealer. The customer feels that more attention has been placed on their interatction because the mail looks like it has been compiled in a mail client rather than system generated.

Previous Experience

I have experience as a Bulk Email Specialist and have created bulk email solutions for financial instituions being Nedbank, PPS Investments and Outsurance.

During this time I was resposible for creating the bulk email solutions, designing the artwork in accordance to the strict corporate identity, coding and then distributing the email solutions.

This taught me how to work within constraints and to be creative at the same time.

An example would be that links are not allowed as this would look like phising. Therefore we had to be creative in building email solutions.

Reporting and Analytics

To understand how the site is performing and to analyze whether the content is successful we would need to utilize Google Analytics.

All campaigns leading to the website would need to contain UTM tracking codes in order to assess the success of the campaign.

From there we would need to analyze the time spent on the page to gauge whether the content is being assimilated.

Lastly on the landing page a call to action (Lead Form/Call to Action item) would need to be present must be tracked to measure user interaction. Ultimately proving whether the content generated was a success.

Currently I use a combination of Google Analytics and Google AdWords and combine my reporting in Google Data Studios.

Thank You