

Digital Customer Journey

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

1. Awareness
of the
brand

New Customer

2. Consideration
of the products
offered

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

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

4. Servicing
the customer

- 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

- 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.

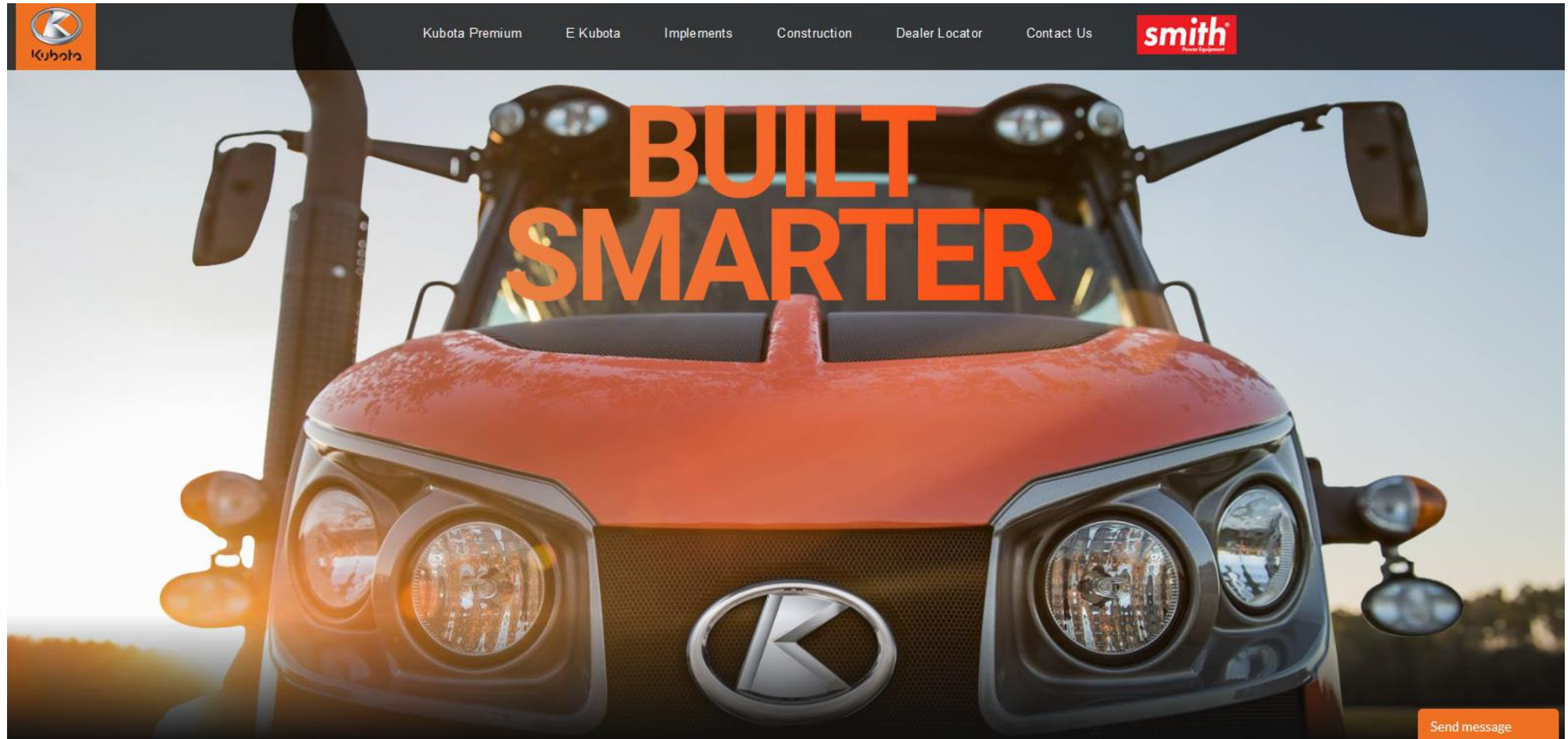
Then with Kubota came a nationwide dealer network. We needed to include our dealers into the communications as well as give the user an option to select their nearest dealer. We also had to deliver the information quicker to our dealers to action. If a dealer is out in the field, they need access to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

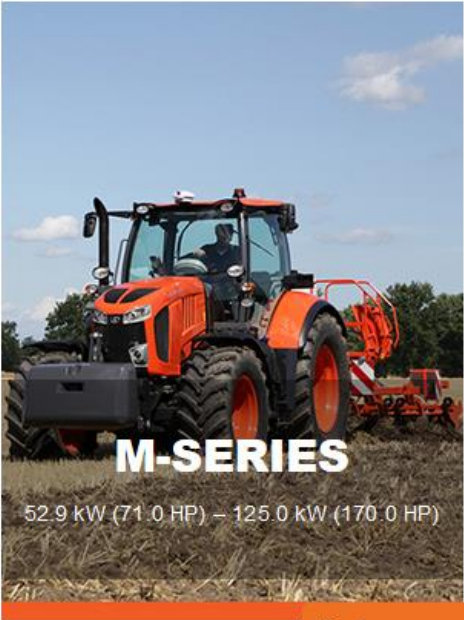
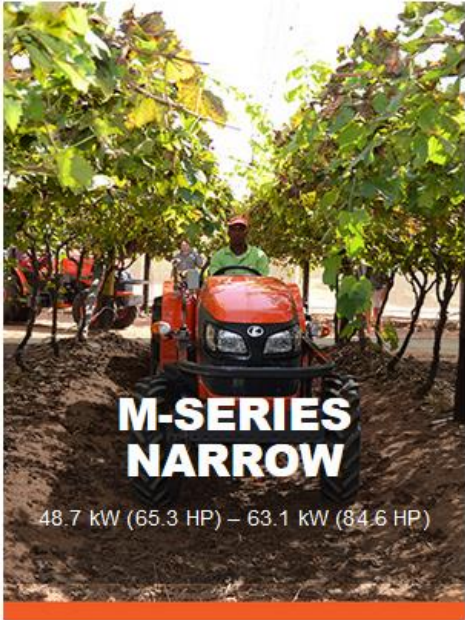
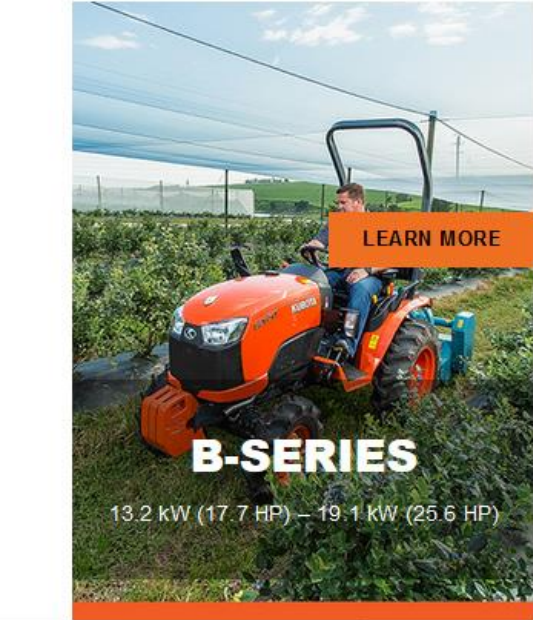
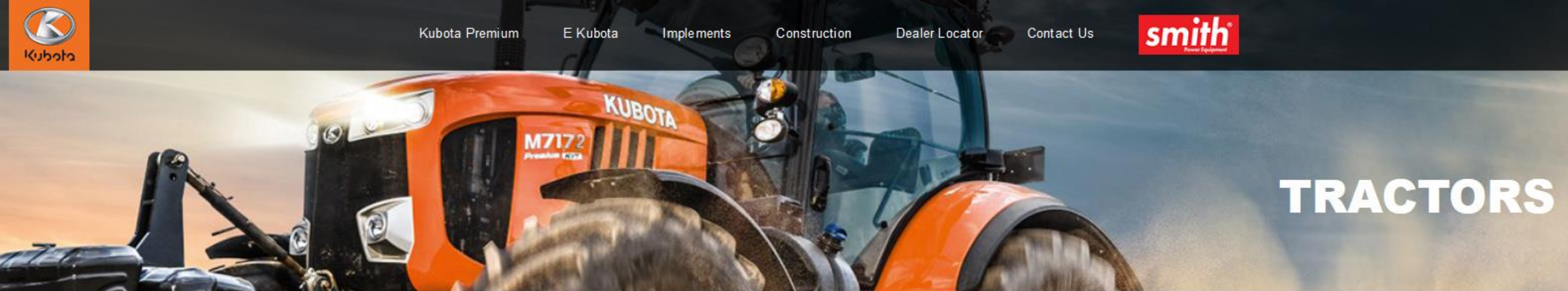
Lastly, we embarked on completing the circle and creating mailer journeys for our leads to understand how our business works and provide them with more information about our models.

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



[Send message](#)

Tractor Landing Page: Navigate to Model

MODELS



Gross Engine Power: 13.2 kW (18.0 HP)
4WD

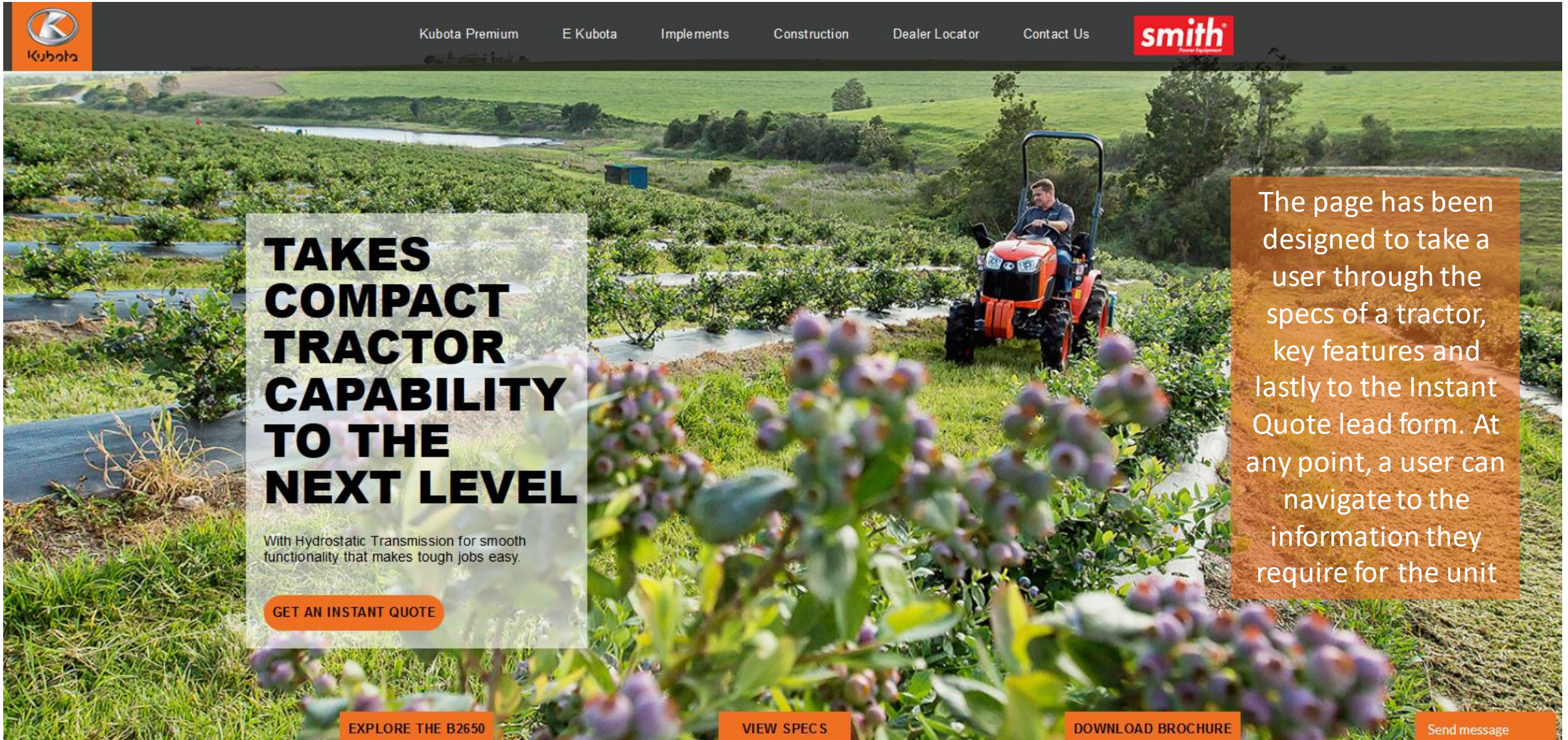


Gross Engine Power: 17.9 kW (24.0 HP)
4WD





Gross Engine Power: 19.1 kW (25.6 HP)
4WD | HST Transmission

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


[EXPLORE](#) [Kubota Premium](#) [E Kubota](#) [Implements](#) [VIEW Construction](#) [Dealer Locator](#) [Contact Us](#) [WNLO](#) 

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.



B2650

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

TECHNICAL SPECS

| ENGINE | Brand, model | Kubota, D1305-E4-D26CH-E |
|--------------|----------------------------------|---|
| TRANSMISSION | Type | Indirect injection, vertical, water-cooled,4-cycle diesel |
| PTO | Engine power ECE-R24 – kW (HP) | 17.6 (23.6) |
| DRIVE SYSTEM | Engine power SAE gross – kW (HP) | 19.1 (25.6) |
| HYDRAULICS | PTO power – kW (HP) | 14.6 (19.5) |
| TYRES | No. of cylinders | 3 |
| DIMENSIONS | Bore & stroke – mm | 78 x 88 |
| OTHER | Total displacement | 1261 |
| | Rated speed | 2500 |
| | Fuel tank capacity | 27 l |

DOWNLOAD BROCHURE

Your Email

DOWNLOAD

INSTANT QUOTE B2650



Send message

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



[Kubota Premium](#)[E Kubota](#)[Implements](#)[Construction](#)[Dealer Locator](#)[Contact Us](#)

HYDRAULIC BI-SPEED TURN

The B2650 features Kubota's innovative Hydraulic Bi-Speed Turn feature, which activates automatically when the front wheel turning angle exceeds 35 degrees. This nearly doubles the front wheel speed over that of the rear wheels, and it allows for smoother, faster and tighter turns, and less turf damage. Also, with the use of hydraulics, the durability of the clutch is greatly enhanced.

[Send message](#)

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



Kubota Premium E Kubota Implements Construction Dealer Locator Contact Us

GET AN INSTANT QUOTE

| | | |
|---|---|--|
| First Name * | Last Name * | Email Address * |
| <input type="text"/> | <input type="text"/> | <input type="text" value="Enter a valid email address"/> |
| Phone * | City * | Queries: |
| <input type="text" value="Format: 0821234567"/> | <input type="text"/> | <input type="text"/> |
| Province * | Dealer * | |
| <input type="text" value="Select Province"/> | <input type="text" value="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](#)

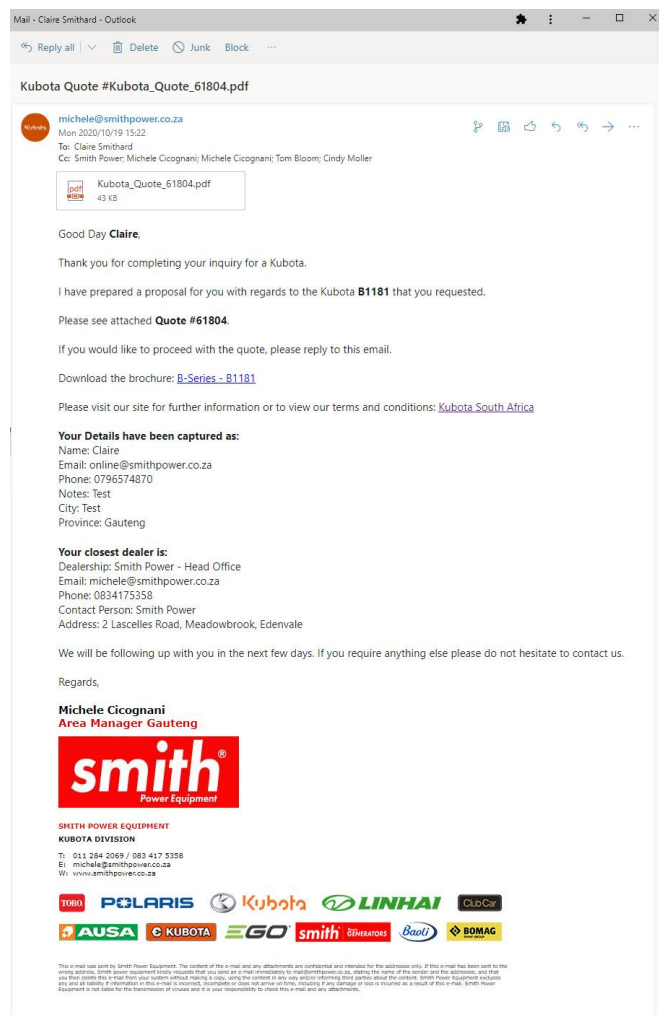
A user can complete this Instant Quote form. Once completed various actions are triggered:

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.

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



Quotation
Date: 2020-10-19 | Quote No: 61804

Smith Power Equipment
2 Lascelles Road, Meadowbrook
Edenvale, Gauteng
South Africa
www.kubota.co.za | 011 284 2000

Customer Details
Customer Name: Claire Smithard
Email: online@smithpower.co.za
Telephone: 0796574870
Location: Test, Gauteng

Kubota B1181

| |
|--|
| 13.2kW / 18HP |
| 3 cylinder. Water cooled diesel engine |
| 4WD, agricultural tyres |
| 3 point lift, Rear PTO, Mid PTO. |

Contact your nearest dealer for a personalised transaction

| Qty | Price (ex VAT) |
|-----|----------------|
| 1 | 168 750,00 |

Optional Extras

| Part Number | Description | Qty | Price (ex VAT) |
|-------------|--|-----|----------------|
| No Unit | No accessories selected or currently not available | 0 | 0,00 |

Sub-Total Ex VAT 168 750,00

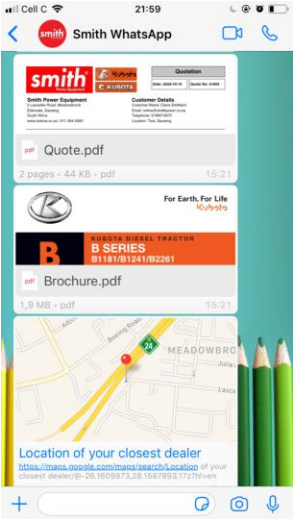
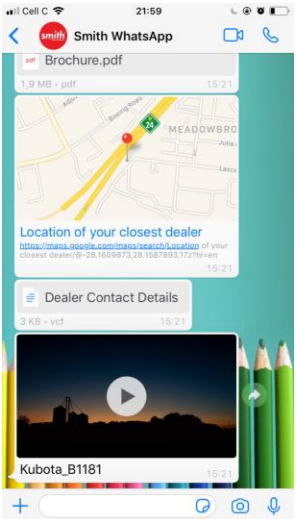
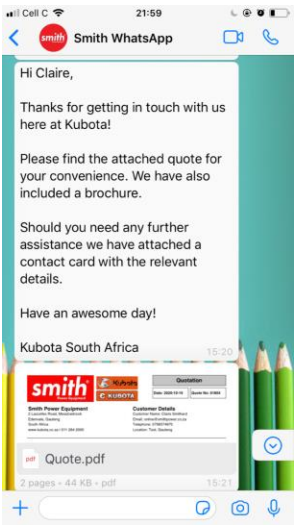
| | |
|------------------------|------------|
| Total ex VAT: | 168 750,00 |
| VAT 15%: | 25 313,00 |
| Total incl VAT: | 194 063,00 |

Customer Name

Signature

Terms & Conditions apply. E&OE. Manufacturers suggested price list shown. Retail prices may vary by dealer. Unless stated otherwise, taxes, freight, setup, delivery and other dealer specific charges not included in the pricing. Prices shown are in South African Rand and valid only in South Africa. Please be advised that it remains the sole responsibility of the buyer / customer to confirm banking details with Smith Power Equipment before processing payment. Smith Power Equipment does not, nor any of the brands fall within the company, take any responsibility for purchases where the banking details have not been verified. Your invoice or email could be intercepted and bank details

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

smith

Leads

Docs

Products

Contacts

Quotes

Marketing

Process

More

Admin

Profile

Users

Search for contact, action, deal...

12

adm

Actions

Leads List

Create Lead

View

☒ Journal View

☒ List View

Edit Lead

Delete Lead

Attach A File/Photo

Quotes/Invoices

Convert to Contact

Convert to Opportunity

Print Record

Edit Layout

Action Timer

Research

00:00:00

Start

Reset

Total time elapsed: 00:00:00

Favorites

Leads: Claire Smithard

Instant Details

Create Date

October 19, 2020, 3:21:15 PM

Instant Quote Status

Instant Quote Issued

Quote No

61,804

Lead Source

Website

Notes

Test

Quoted Brand

Kubota

Unit

B1181

Accessories

Quoted amount Ex VAT

168,750

Instant Quote Link

Customer Details

Company

Group

First Name

Claire

Email

online@smithpower.co.za

Last Name

Smithard

City

Test

Phone

0796574870

Province

Gauteng

Cellphone

Country

Dealer Assigned

Smith Power - Head Office

CRM Info

Web Tracking Key

Visibility

Public

Assigned To

Anyone

Updated By

admin

Do Not Email

☒

Last Updated

October 19, 2020, 3:23:03 PM

Dealer Comments

Log Call

Log Time

Action

Comment

Quick Note

-

-

Hours

Minutes

Time Started

Visibility

Time Ended

Public

Save

All

Toggle Text

Show Less

Relationship

Email Message: October 19, 2020, 3:23:03 PM

Kubota Compact Excavators Introduction

Subject: Kubota Compact Excavators Introduction

From: "Michele Cicogani" <mail@smithpower.co.za>

To: "" <online@smithpower.co.za>

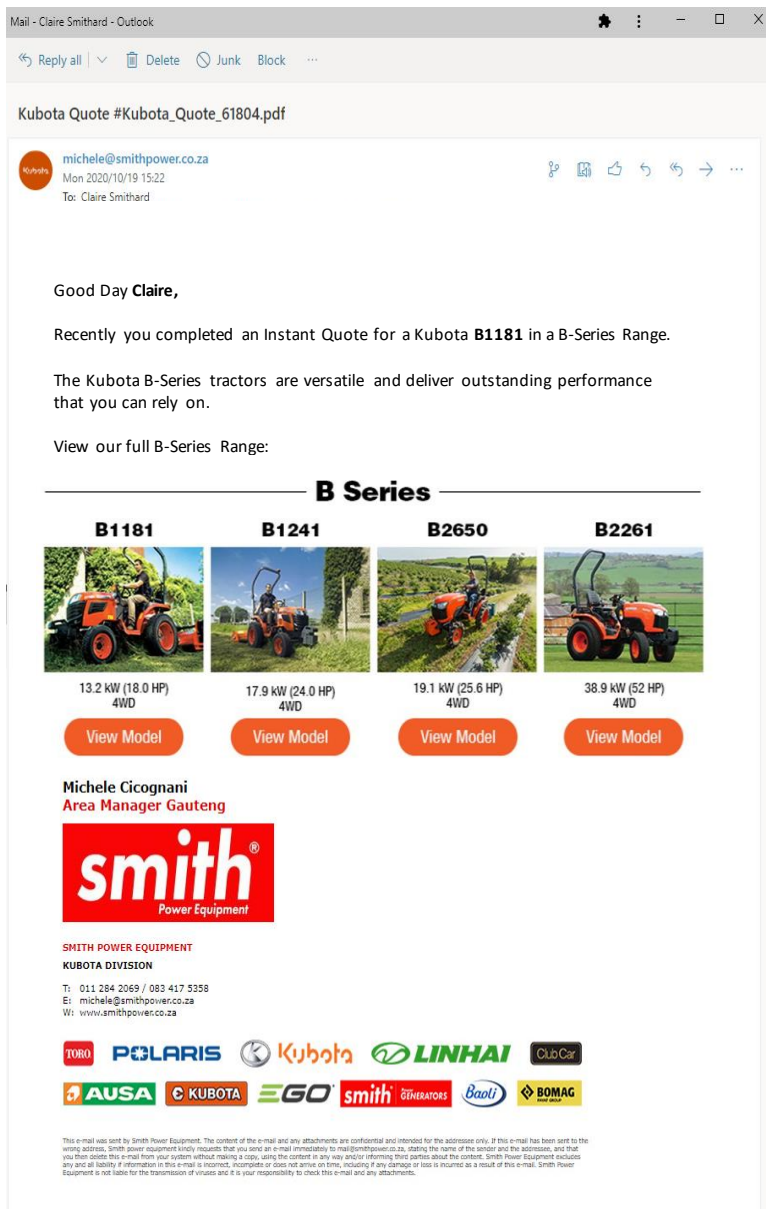
Cc: Joe Keir <mail@smithpower.co.za>

Hello

[View email]

Sent by web admin

Instant Quote Email Journey: Mailers



In the equipment industry, our mailers are simple. The reason for the simplicity 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 interaction 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 institutions being Nedbank, PPS Investments and Outsurance.

During this time I was responsible 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 phishing. 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