Improvement of user journey for
Contact Us web form on company website

https://www.cognition-solutions.com

A.K Pratap Aditya

ASSIGNMENT

Objective : The objective of this assignment is to improve compliance acceptance for website visitors.

Cognition Solutions is a B2B data and insight services company and have setup a whole new website (https://www.cognition-solutions.com). As a Digital Experience Lead you are asked to build a framework which will improve the user experience of website visitors to give consent to cookies and to encourage them to fill up "Contact Us" forms on the "Solutions" section of the website. These forms are for visitors to share their business problems with us and will have questions that are specific to each Solutions section.

1. What user journey will you propose to funnel visitor to the "Solutions" section of the website and what changes will you make to the website to encourage users to fill up the "Contact Us" form.

2. Assuming you are using WordPress as a CMS for https://www.cognition-solutions.com, what plugins would you recommend for creating "Contact Us" forms such that each form can be customized for each "Solutions" section.

3. What industry best practices should companies like Cognition Solutions considered while designing the user journey to collect user consent for various regulatory/compliance purposes.

4. Assuming you are using WordPress as a CMS for https://www.cognition-solutions.com, what plugins would you recommend to cover most aspects of regulatory/compliance for cookie consent across various countries and can generate reports for respective regulations.

COGNITION

THE PROCESS OF KNOWING

Leveraging technology and our sector knowledge, we build, manage, monitor and analyse data, insights and content for businesses large and small around the world.
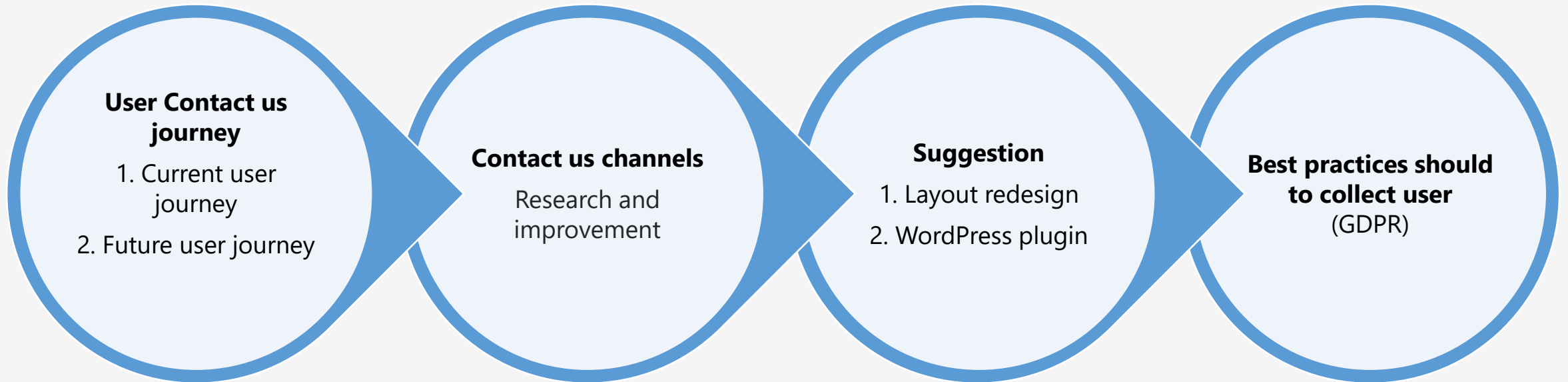
HOW WE HELP COMPANIES GROW

Our services help companies increase revenue, develop new product lines, redefine their markets and stay ahead of the competition. Working with the most enlightened companies and organisations who understand the power of rich intelligence, data and insights, we aim to be a
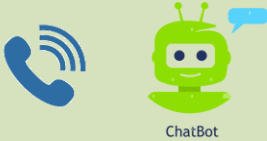
https://www.cognition-solutions.com

Project journey

User Contact us journey
1. Current user journey
2. Future user journey

Contact us channels
Research and improvement

Suggestion
1. Layout redesign
2. WordPress plugin

Best practices should to collect user (GDPR)
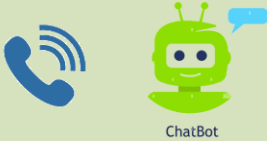
User Current journey map

Contact to company for a query (Single channel)

Stages of journey	Awareness	Searching			Decision	Delight
	Information need	Social media contact	Telephone or Live chat	Offline support	Form filling	Delight
Steps	Open Website	Social media menu	Searching telephone	Searching FAQ, Forum	1. Filling form 2. Submit form	1. Acknowledgment 2. Waiting for answer
Touchpoints			ChatBot	FAQ		
Experience						
Opportunity of Improvement	Slow load webpage at slow network	Add social media upfront to communication	• Live chat, • Auto answer • Robo chat • Phone number	• More interactive FAQ • Forum to get same question-answer	Redesign short form and subject	• Quick acknowledgement • Communicate when get answer

5

User Future journey map

Contact to company for a query (Multichannel)

Stages of journey	Awareness	Searching			Decision	Delight
	Information need	Social media contact	Telephone or Live chat	Offline support	Form filling	Delight
Steps	Open Website	Social media menu	Searching telephone	Searching FAQ, Forum	1. Filling form 2. Submit form	1. Acknowledgment 2. Waiting for answer
Touchpoints			ChatBot	FAQ		
Experience	☹	☺	☺	☺	☺	☹
Achievement by improvement	• Webpage optimize • Responsive from mobile	• social media upfront to communication	• Live chat, • Auto answer • Robo chat • Phone number	• More interactive FAQ • Forum to get same question-answer	Redesign short form and subject	• Fast acknowledgement • Communicate when get answer

Contact us channels

- Live chat
- Chatbots
- Social media
- Email
- Newsletter
- Phone calls
- Feedback survey
- Loyalty programs
- FAQ
- Form redesign

Are to improve **Contact web form** for better user experience

1. The Contact Us link should lead to complete contact details and communication options.
Your site should include a dedicated contact page with at least a phone number and email address, not just a contact form or physical address.

Phone numbers (which connect to people who are properly trained to handle calls):

- Main contact phone number

- Customer-service number(s), if applicable

Other methods of contact:

- Main corporate address

- Local addresses, if applicable

- Email address(es)

- Chat, if applicable

- Social media channels, if applicable

- Fax numbers, if applicable

Continued...

2. Display Contact Us Information **at main navigation or utility navigation and in the footer.**

3. Clearly display contact phone numbers on your site. Don't hide or remove phone numbers.   ☎ Call 1.800.340.4770   ✉ Need help? Contact Us

4. For sites with many contact phone numbers, organize them into clearly labeled groups to help users find the right phone number.

5. Don't force people to create an account to contact company.

6. It's good to have **online chat** as a contact option, but it should not be the only contact method available.

7. Display **social media channels** as contact options only if these channels are staffed with properly trained professionals who can respond to inquiries in a timely fashion.

8. Tell Users When You're Available and When to Expect a Reply within 24 hours

9. For each contact channel, communicate availability, wait times, and response windows on your Contact Us page.

10. Meeting schedule option should be add there, if possible.

You can reach out us

We've a team ready to help with any issue you might have

Send a message now
We've reply your answer within 24 hours.

Your name

Your email

Subject

Your message

Submit

Email or Enquiry

✉ enquiry@cognition-solutions.com →

? Popular enquiry →

📄 Important topic document →

On social

in http://linkedin.com/company/cognitionsolutions →

🐦 http://twitter.com/cognition_sol →

Have a question ?

UK :
5, Chancery Lane, London,
EC4A1BL

AMERICAS :
55 Madison Ave, Suite 400,
Morristown, NJ 07960 USA

EUROPE :
WTC Utrecht, Stadsplateau 7,
3521 AZ Utrecht, The Netherlands

ASIA PACIFIC :
Millennium Business Park, Sector 3,
Building 4, Mahape, Navi Mumbai,
Maharashtra 400710, India

WordPress plugin | recommendation

wpforms

https://wpforms.com/features/

FEATURES & ADDON

GDPR Agreement | Page Break | File Upload | Likert Scale | Rating | And many more...

Drag & Drop Form Builder
Easily create an amazing form in just a few minutes without writing any code.

Form Templates
Start with pre-built form templates to save even more time.

AWeber Addon
Create AWeber signup forms in WordPress to grow your email list.

Mailchimp Addon
Create Mailchimp signup forms in WordPress to grow your email list.

Google Sheets Addon
Save and back up your form entries to a Google Sheet.

Responsive Mobile Friendly
WPForms is 100% responsive meaning it works on mobile, tablets & desktop.

Smart Conditional Logic
Easily create high performance forms with our smart conditional logic.

GetResponse Addon
Create GetResponse signup forms in WordPress to grow your email list.

Campaign Monitor Addon
Create Campaign Monitor signup forms in WordPress to grow your email list.

Post Submissions Addon
Allow users to submit guest blog posts and other content in WordPress.

Instant Notifications
Respond to leads quickly with our instant form notification feature for your team.

Entry Management
View all your leads in one place to streamline your workflow.

ActiveCampaign Addon
Create ActiveCampaign signup forms in WordPress to grow your email list.

HubSpot Addon
Send leads from WordPress to your HubSpot CRM.

Save and Resume Addon
Allow visitors to save partial entries and complete them later.

Multi-Page Forms
Split long forms into multiple pages to improve user experience.

File Uploads
Allow users to upload files and media with their form submissions.

Salesforce Addon
Easily send your contacts and leads to your Salesforce CRM account.

Drip Addon
Create Drip signup forms in WordPress to grow your email list.

Form Pages Addon
Create "distraction-free" form landing pages to boost conversions.

User Registration
Create custom WordPress user registration forms.

Spam Protection
Our smart captcha and spam protection automatically prevents spam submissions.

Sendinblue Addon
Connect WPForms to Sendinblue's professional email marketing tools.

MailerLite Addon
Easily send contacts from WordPress forms to your MailerLite list.

Offline Forms Addon
Save user's form data and submit it when their internet connection is restored.

Stripe Addon
Easily collect payments, donations, and online orders with our Stripe addon.

Square Addon
Easily collect payments, donations, and online orders with our Square addon.

Custom CAPTCHA
Add Custom Questions and Math Captcha.

Geolocation Data
Learn more about your users with geolocation data.

Conversational Forms Addon
Create interactive form layouts to boost form completion rate.

Authorize.Net Addon
Easily collect payments, donations, and more with our Authorize.Net addon.

Constant Contact Integration
Create Constant Contact signup forms in WordPress to grow your email.

PayPal Commerce Addon
Easily collect payments with PayPal or credit card with our PayPal Commerce addon.
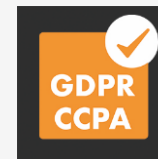
PayPal Standard Addon
Easily collect payments, donations, and online orders with our PayPal Standard addon.

User Journey Addon
Easily see the pages and posts users visit before they submit your forms.

11

WordPress plugin | recommendation

FEATURES

Local Data Storage – all user data is stored locally on your website only – we do not collect or store any of your user data on our servers

Simple to use — install & setup in seconds

Give your users **full control** over cookies stored on their computer, including the ability for users to **revoke their consent**.

Fully customizable – upload your own logo, colors, fonts

Fully editable – change all text

Set the position of the Cookie Consent Banner: at the top or bottom of your pages

Flexible – decide which scripts will be loaded by default or only when the user gives consent

'Accept', **'Reject'**, 'Close' and 'Settings' buttons

Consent expiration settings

Link to **Privacy Policy** page

Simple, beautiful & intuitive user interface

Choose from **two unique layouts**

Sleek animations to enhance the user experience

Mobile responsive design

SEO friendly

Contact web form Best practices (GDPR)

Consent management

Legitimate interest

Consent

General consent

Ensure GDPR compliance

1. Appoint a data protection officer

2. Classify all data

3. Complete a privacy impact assessment

4. Document, maintain and enforce privacy policies, procedures and processes

5. Train employees in GDPR

6. Test data breach response procedures

7. Monitor and audit GDPR compliance

Data compliance: Breaking down legal terms

- **Digital Identity:** activities on gaming, streaming, or shopping sites.

- **Personally Identifiable Information (PII):** identify or pinpoint their location.

- **Personally Protected Information (PPI):** Social security number, home address, date of birth, home phone number.

- **Anonymization:** removing or obscuring PPI or PII from data to create data sets

- **Pseudonymization:** separation between the data subject and the personal data

- **Consent**

- **Explicit consent**

- **Unambiguous consent**

- **Legitimate interest**

- **First-party data**

- **Second-party data**

- **Third-party data**

- **Walled gardens**

- **Dark patterns**

13

GDPR -5 level framework

5 level framework, which assumes that we've collected at least some customer data. It also steers you to an end goal of a seamless, unified customer experience.

Level 1: Ability to identify and understand your customers' digital identities

Level 2: Ability to manage customers' data privacy and consent preferences

Level 3: All customer data – offline and online, front-end and back-end, structured and unstructured – is consolidated into unified customer profiles.

Level 4: Ability to differentiate through data-driven insights

Level 5: Achievement unlocked: Unified, omnichannel personalization
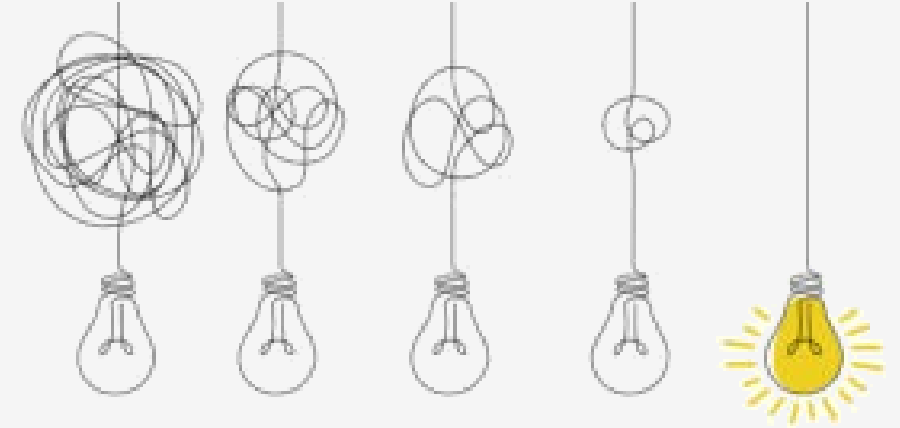
Assessing your data collection, interpretation, and use which helps to inform what changes to make to data strategy.

Start with these questions:

- Where are your customer data management efforts now?

- What data are you collecting?

- For your customers, what is the experience you are delivering?

- Does your path have a clear destination?

- Are there specific things or data you need to get there?

- Can you identify the actions required to achieve your goals?

14

THANKS

Pratap Aditya | Mob: 9868375908 | 21-jan 2023 | New Delhi