Part 3
Digital marketing: implementation and practice

Chapter 7
Delivering the online customer experience

Learning objectives

- Describe the different stages needed to create an effective website, mobile app or social media presence

- Define the requirements that contribute to an effective digital experience as a website, mobile app or online presence

- Identify the similarities and differences in creating a website and other forms of online presence.

Questions for marketers

- Which activities are involved in creating or redeveloping a new desktop or mobile site?

- What are the key factors of online service quality and site design that will help our goals of customer acquisition and retention?

- Which techniques can I use to determine visitors' requirements and whether they are met?

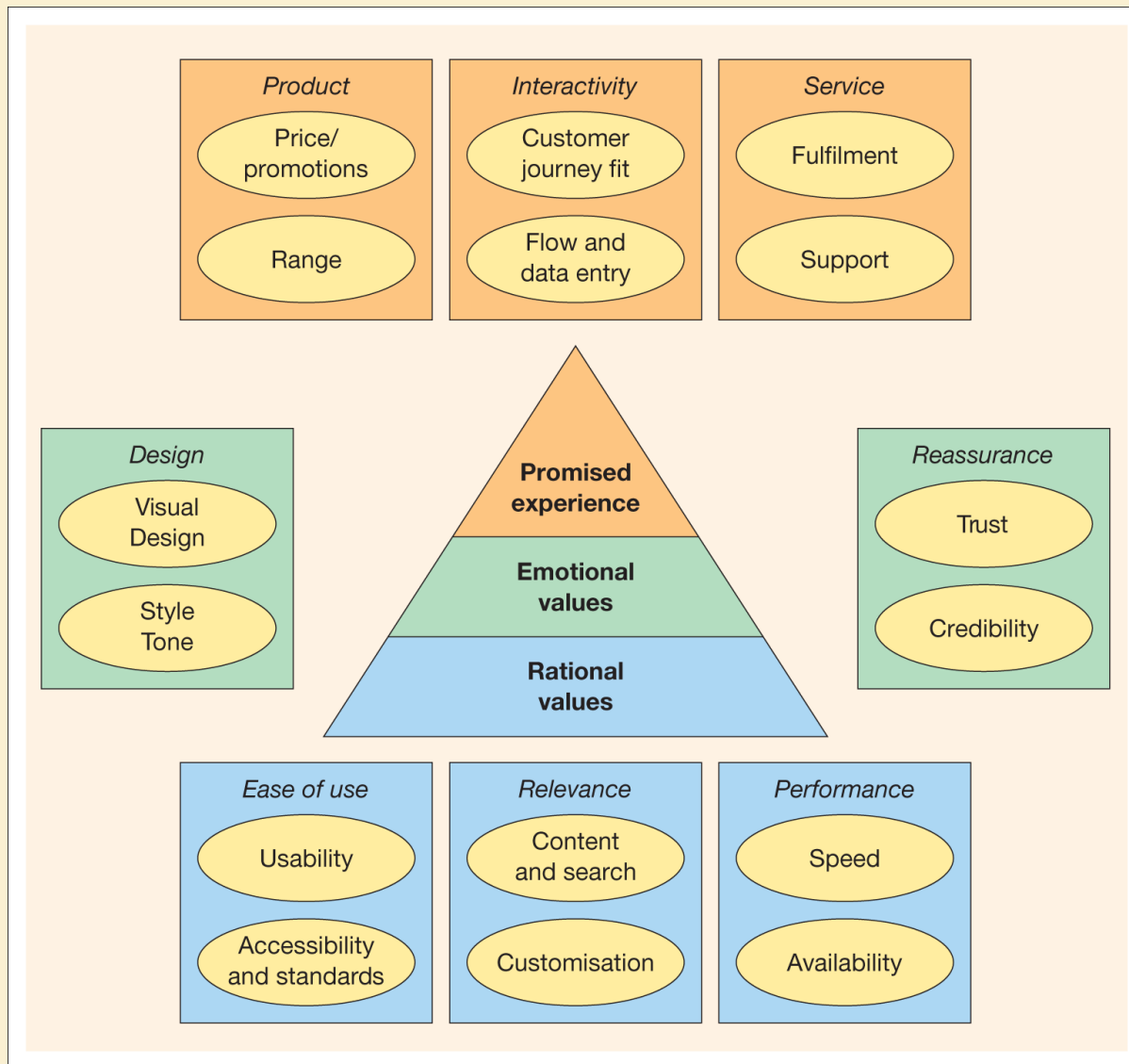- How should I integrate the different forms of online presence?

Figure 7.2 The online customer experience pyramid – success factors

Source: Reprinted by permission of Macmillan Publishers Ltd.: *Journal of Brand Management*, based on a diagram in de Chernatony, L. (2001) 'Succeeding with brands on the internet', 8(3), pp.186–95, © 2001, published by Palgrave Macmillan
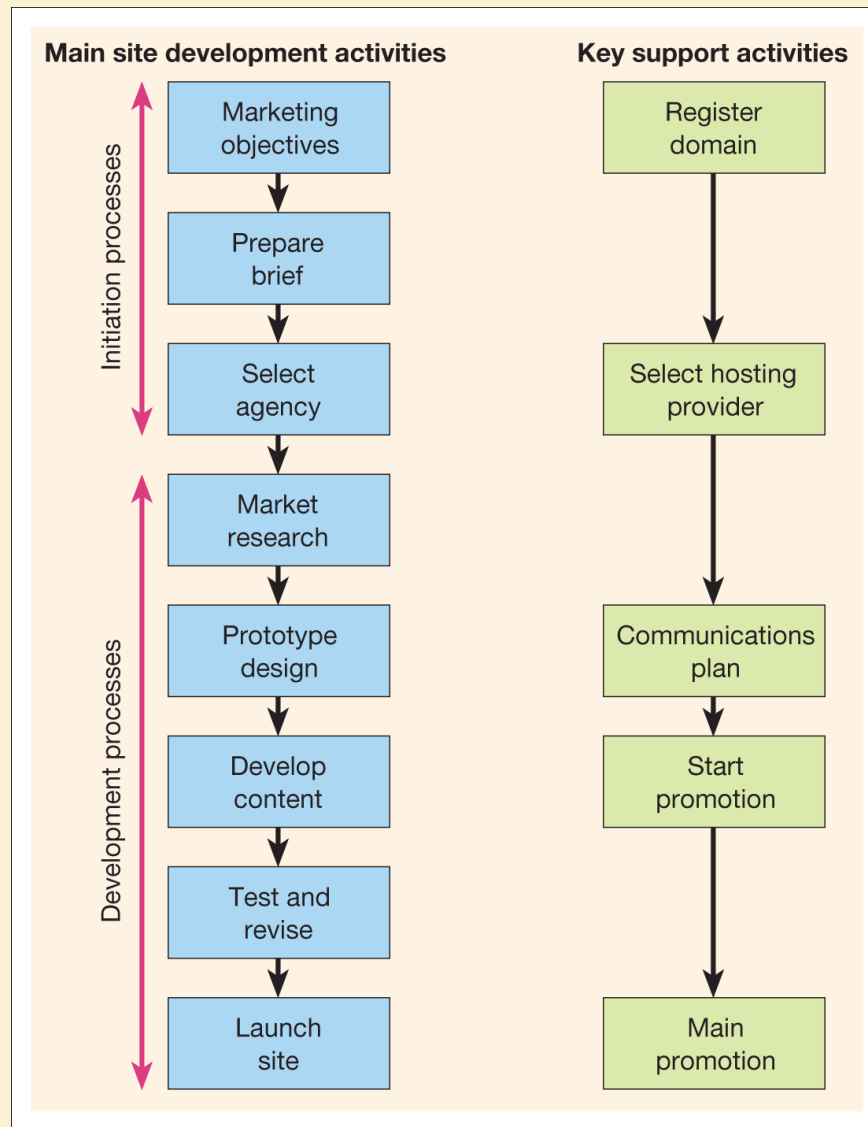
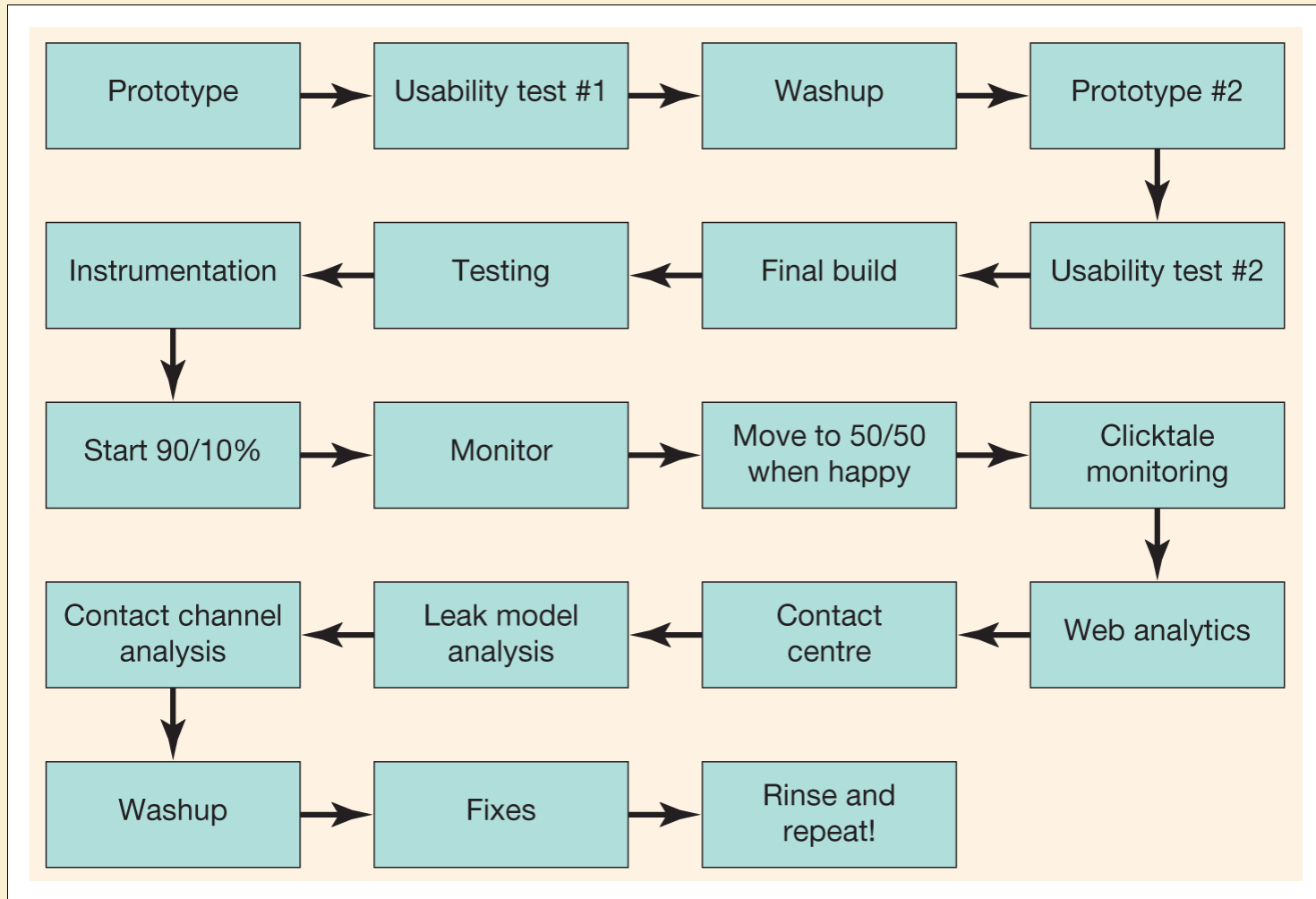Figure 7.3 Summary of the process of website development

Figure 7.4 Iterative approach to improving site effectiveness
Source: Sullivan (2011)

E-marketing function	Traditional marketing agency	Digital marketing agency	Traditional IT supplier	Management consultants
1 Strategy				
2 Design				
3 Content and service development				
4 Online promotion				
5 Offline promotion				
6 Infrastructure				

Table 7.1 Options for outsourcing different digital marketing activities
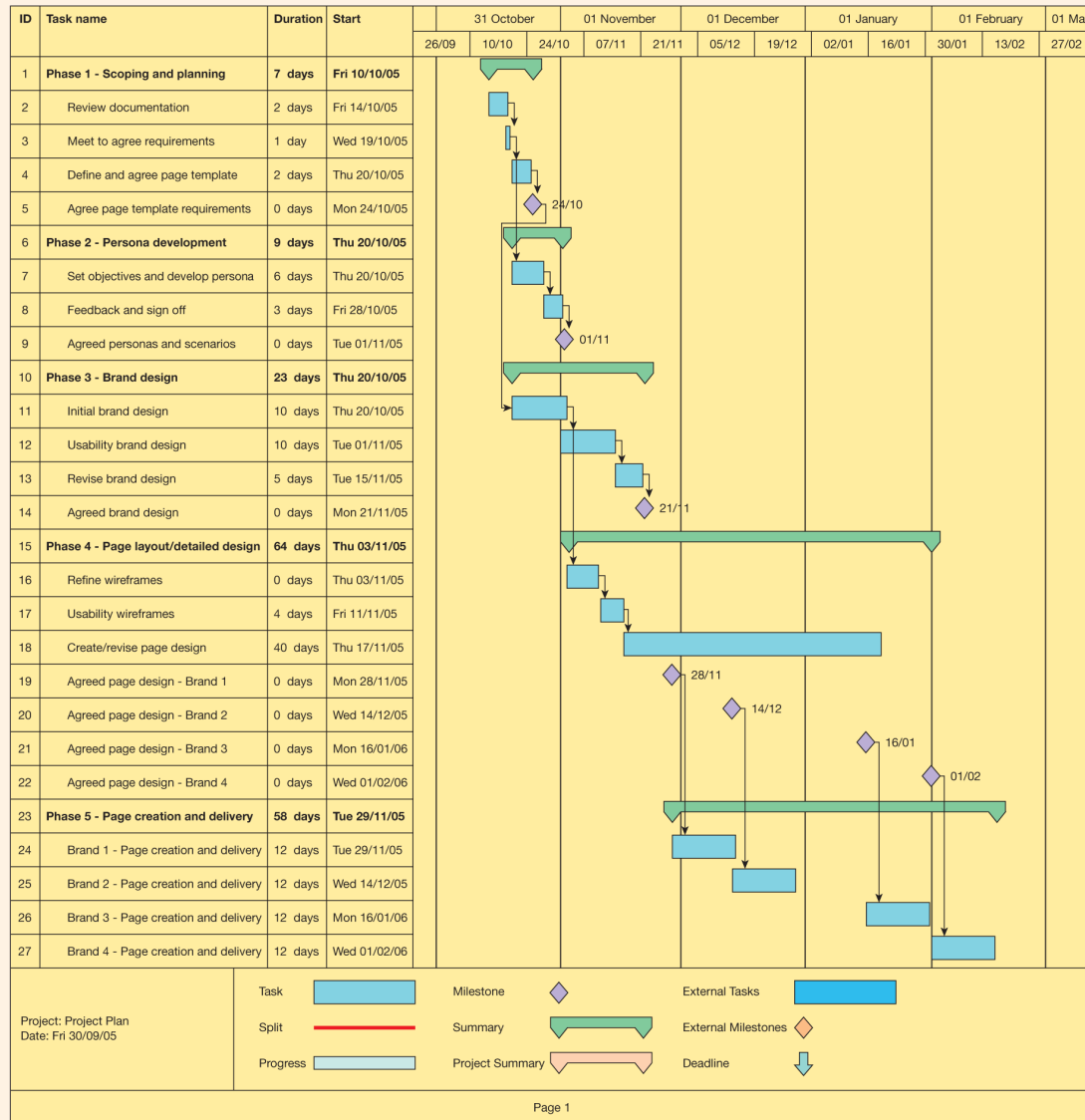
Figure 7.5 Example of a website 'Design and Build' project timeline

Key concepts in improving the online customer experience

- ## Usability (ISO)
  - The extent to which a product can be used by specified users to achieve specified goals/tasks with effectiveness, efficiency and satisfaction in a specified context of use.

- ## Accessibility
  - An approach to site design intended to accommodate site usage using different browsers and settings particularly required by the visually impaired and visitors with other disabilities including motor control, learning difficulties and dead users.
  - Also helps Search engine optimisation.

- ## Persuasion
  - Maximising returns from web investments through measurement and optimisation using techniques including web analytics (Chapter 10) and usability studies.

Design concepts

- **Information architecture** – The combination of organisation, labelling and navigation schemes constituting an information system.

- **Site map** – A graphical or text depiction of the relationship between different groups of content on a website.

- **Blueprints** – Show the relationships between pages and other content and can be used to portray organisation, navigation and labelling systems.

- **Wireframes** – Schematics – a way of illustrating the layout of an individual page or page template.

Figure 7.7 Ultralase website (www.ultralase.com)

Figure 7.8 Explanation of 4Q Intent-satisfaction service (www.4qsurvey.com)
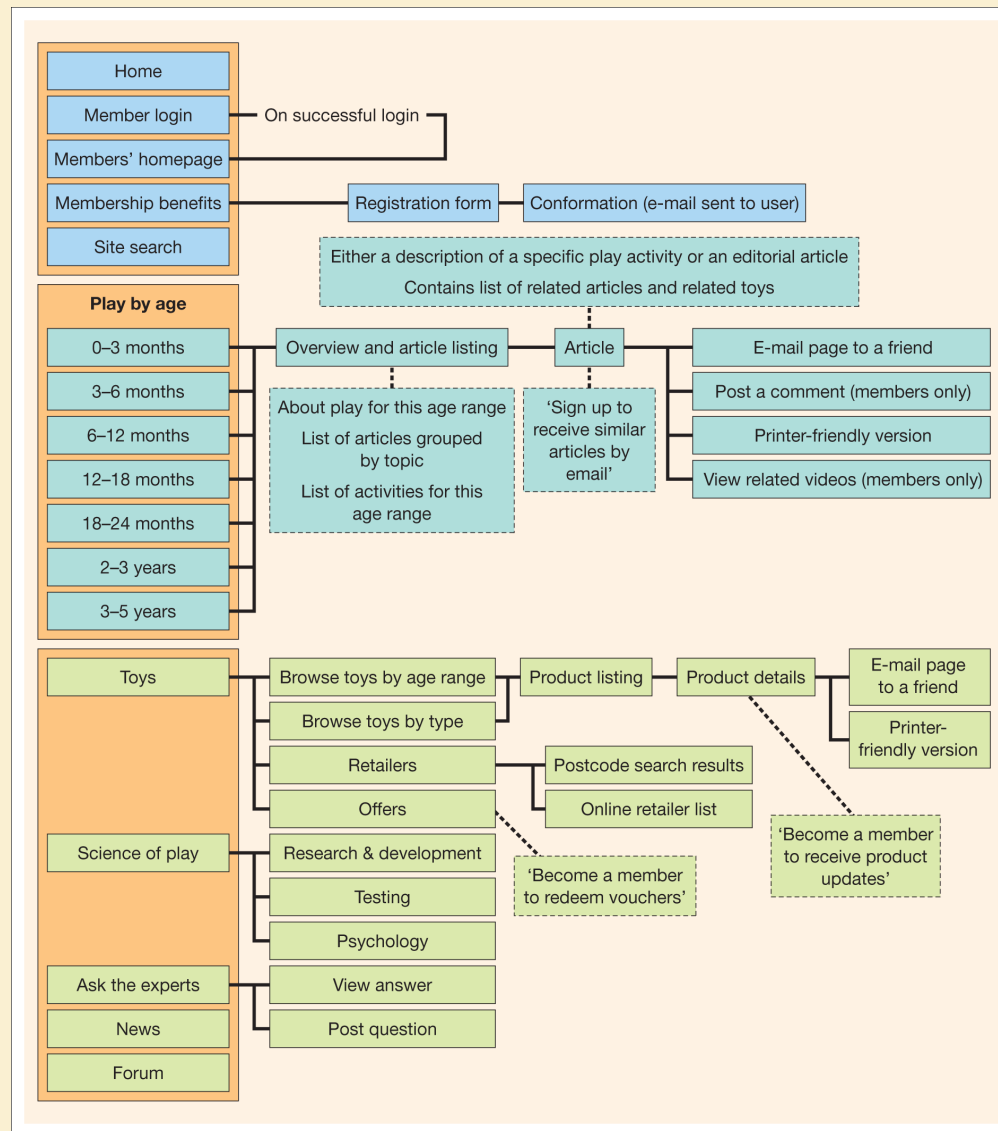
Figure 7.9 Site structure diagram (blueprint) showing layout and relationships between pages
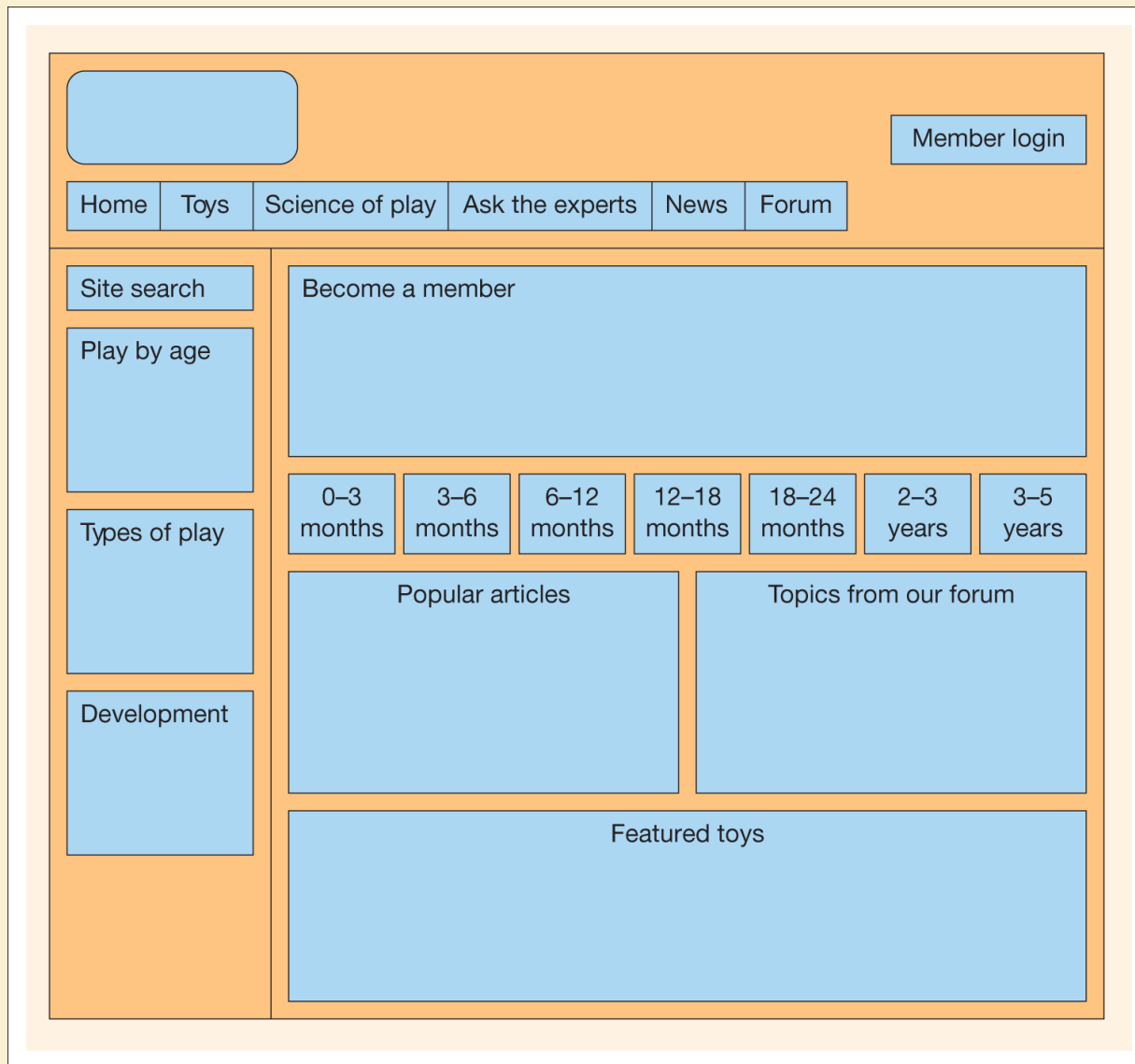
Figure 7.10 Example wireframe for a children's toy site
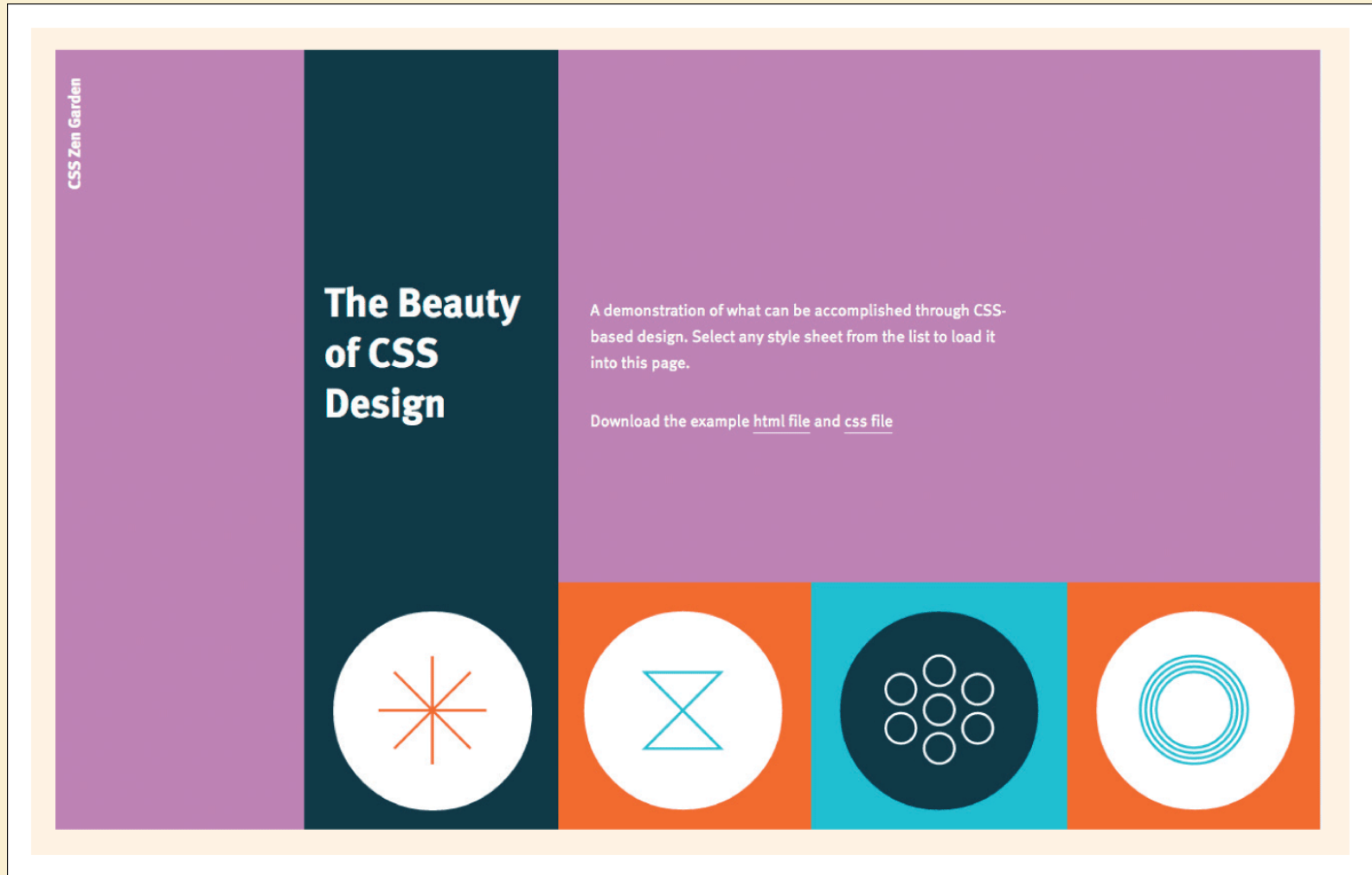
Figure 7.11 CSS Zengarden (www.csszengarden.com)

Information processing stages

Stage	Description	Applications
1. *Exposure*	Content must be present for long enough to be processed.	Content on banner ads may not be onscreen sufficiently long enough for processing and cognition.
2. *Attention*	User's eyes will be drawn towards headings and content not graphics and moving items on a web page (Nielsen, 2000b).	Emphasis and accurate labelling of headings is vital to gain a user's attention. Evidence suggests that users do not notice banner adverts, suffering from 'banner blindness'.
3. *Comprehension and perception*	The user's interpretation of content.	Designs that use common standards and metaphors and are kept simple will be more readily comprehended.
4. *Yielding and acceptance*	Is information (copy) presented accepted by customers?	Copy should reference credible sources and present counterarguments as necessary.
5. *Retention*	As for traditional advertising, this describes the extent to which the information is remembered.	An unusual style or high degree of interaction leading to flow and user satisfaction is more likely to be recalled.

Figure 7.13 FT.com app proposition

Figure 7.14 Faceted navigation at Euroffice.com

Online elements of service quality

- Companies need to:
  – Understand customers' expectations
  – Make clear service promises
  – Deliver on those promises.

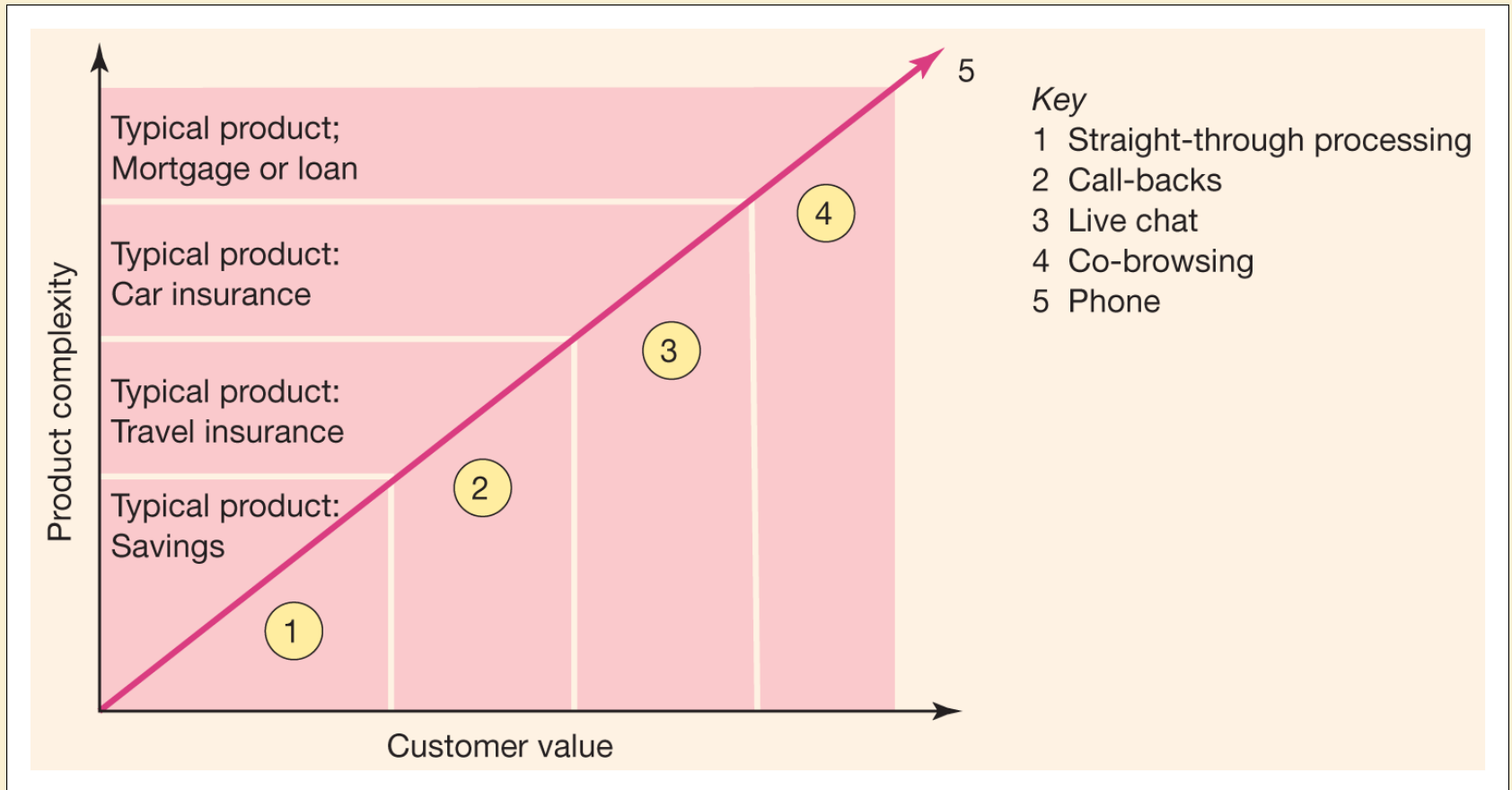| Tangibles	Reliability	Responsiveness	Assurance and empathy
• Ease of use • Service quality • Content quality • Price	• Availability • Bugs • E-mail replies	• Download speed • E-mail response • Callback • Fulfilment	• Contacts with call centre • Personalise • Privacy • Security

Figure 7.15 Example of customer ratings at figleaves.com

Figure 7.16 Variation between product complexity, customer value and type of online experience used to deliver service

Figure 7.17 The i-to-i site www.i-to-i.com