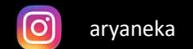




# PENGALAMAN KONSUMEN ONLINE

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2022





# Digital customer experience

Managing the digital customer experience for a brand used to be relatively straightforward; businesses simply had a website and an email newsletter alongside offline channels to sale.

Today, the picture is far more complex, with the combination of touchpoints where marketers seek to influence consumers stretching across paid, earned and owned media on different devices.



# Creating effective digital experiences

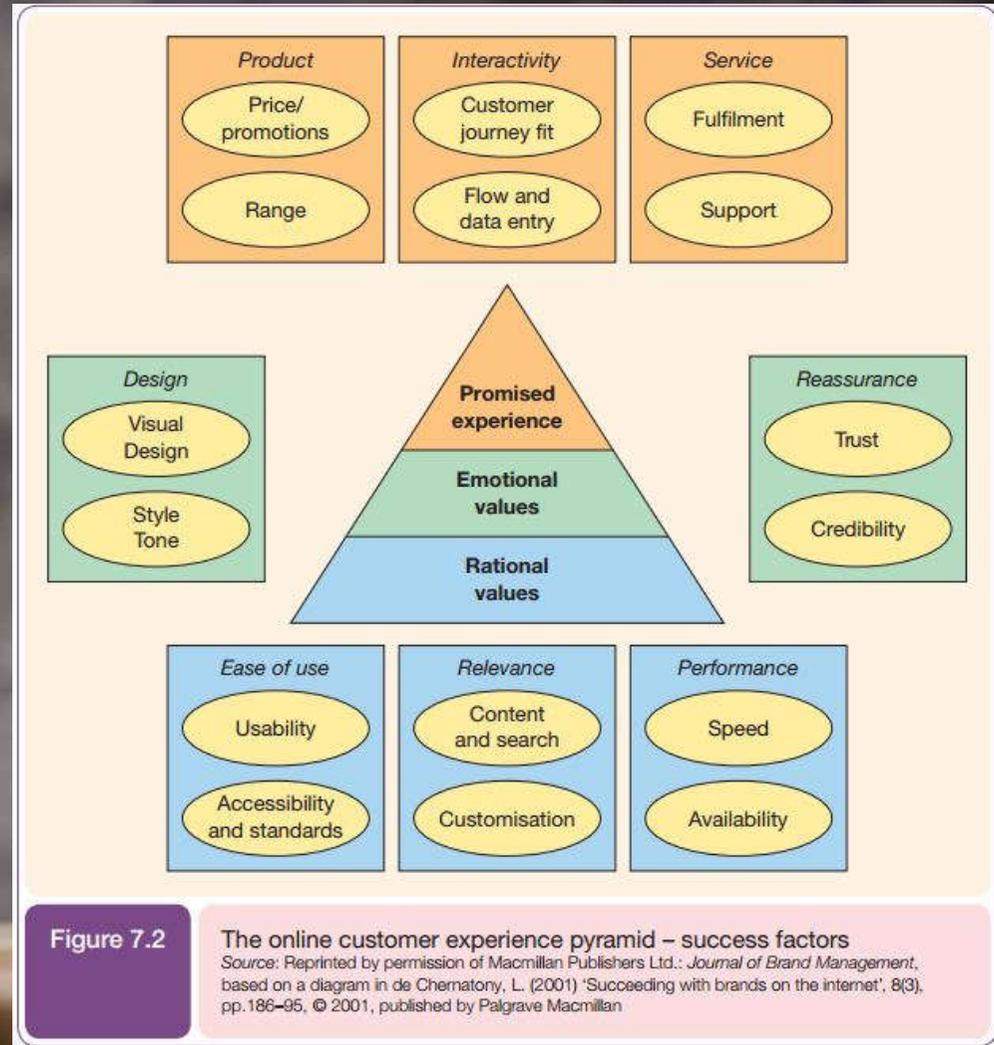
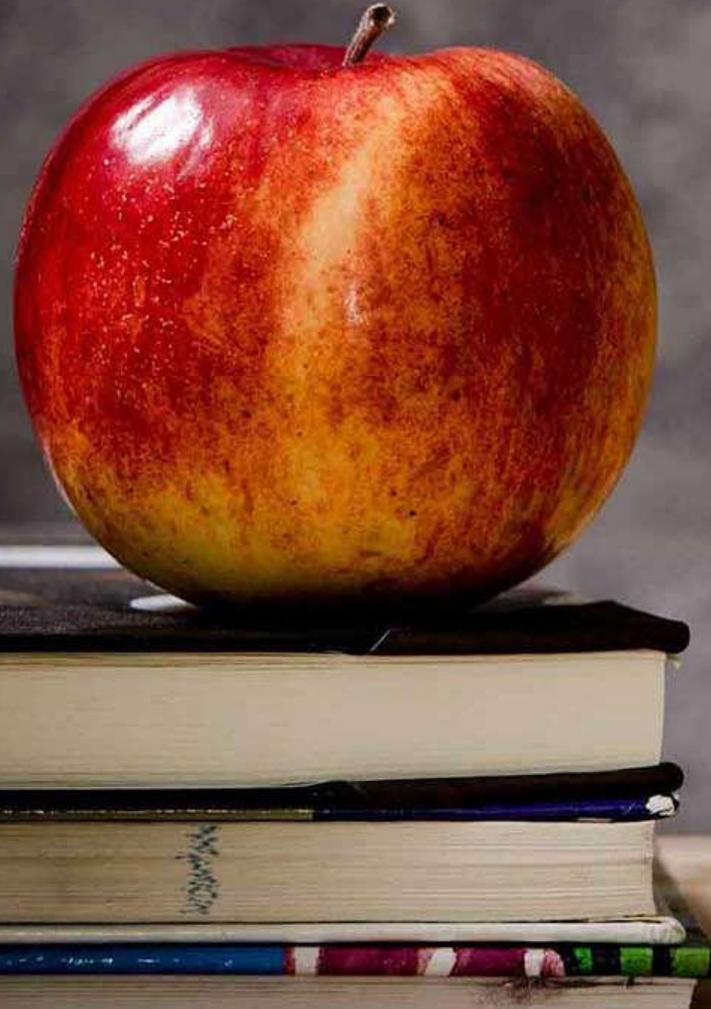
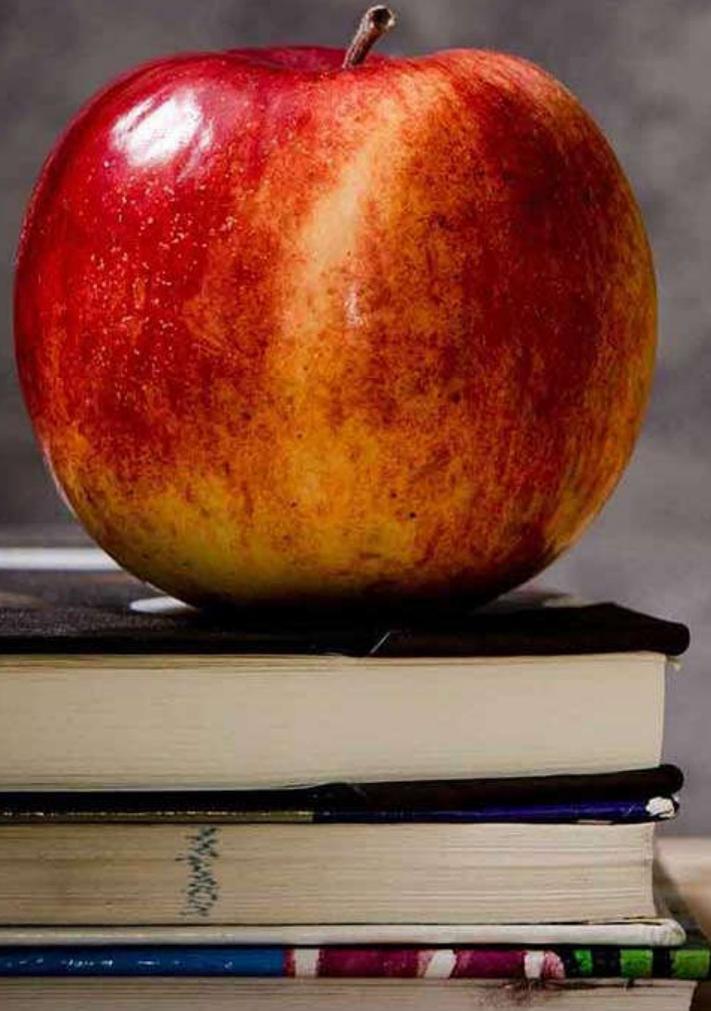


Figure 7.2

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



### 1 Emotional connection

Q1: I feel related to the type of people who are [X]'s customers.

Q2: I feel as though [X] actually cares about me.

Q3: I feel as though [X] really understands me.

### 2 Online experience

Q4: [X]'s website provides easy-to-follow search paths.

Q5: I never feel lost when navigating through [X]'s website.

Q6: I was able to obtain the information I wanted without any delay.

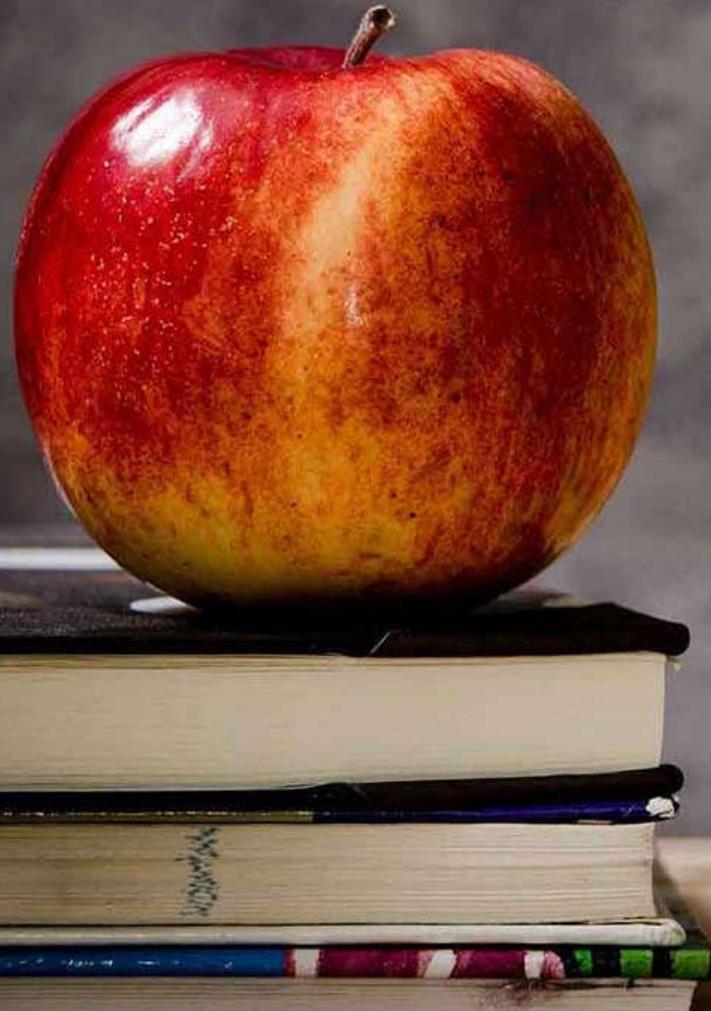
### 3 Responsive service nature

Q7: [X] is willing and ready to respond to customer needs.

Q8: [X]'s website gives visitors the opportunity to 'talk back' to [X].

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Q7: [X] is willing and ready to respond to customer needs.



**4 Trust**

Q9: I trust [X] to keep my personal information safe.

Q10: I feel safe in my transactions with [X].

**5 Fulfilment**

Q11: I got what I ordered from [X]'s website.

Q12: The product was delivered in the time promised by [X].

Q13: The product was delivered in the time promised by [X].

Q14: I got what I ordered from [X]'s website.



# Planning website design and redesign projects

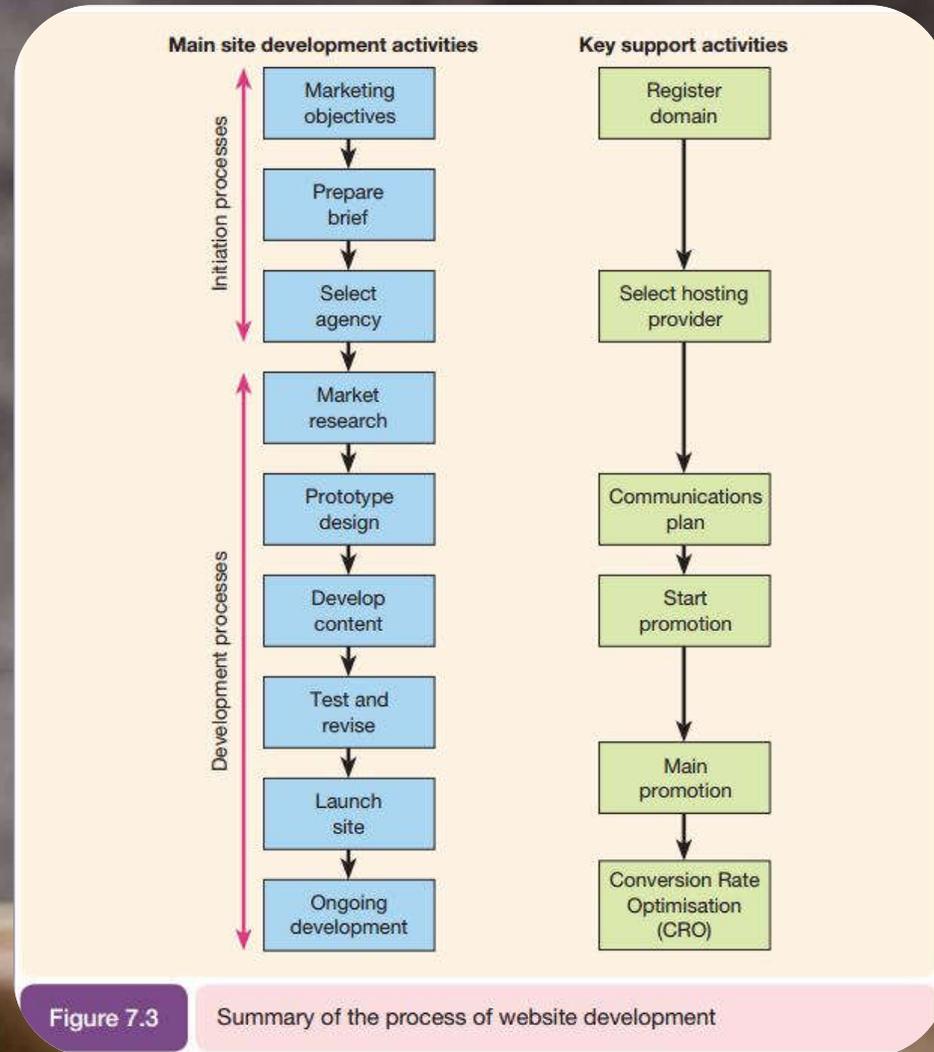
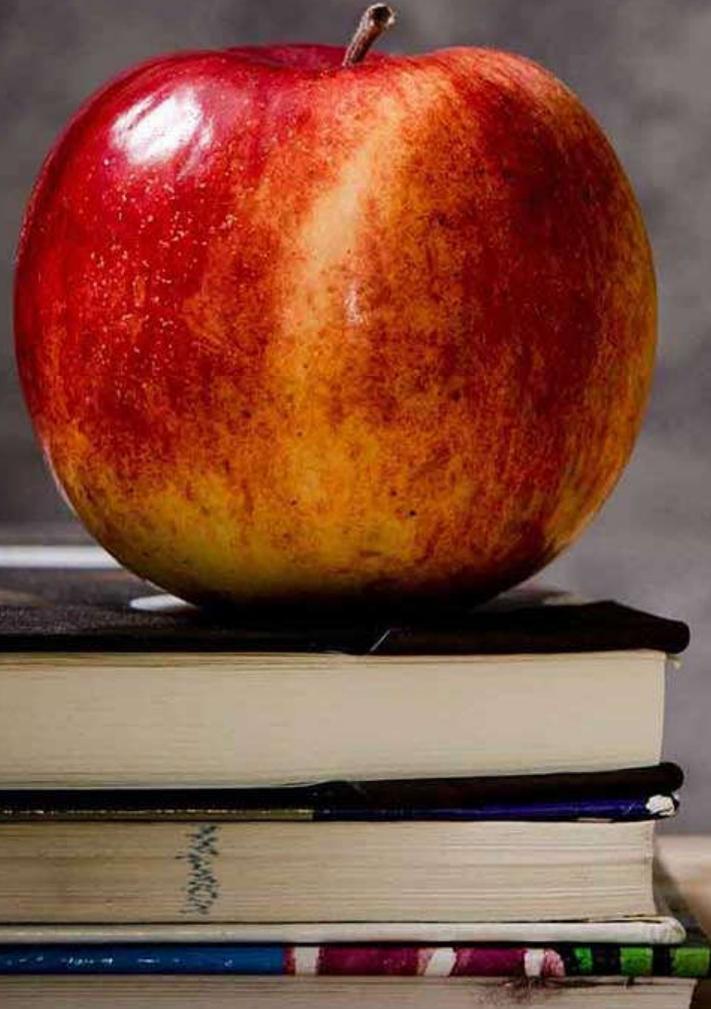


Figure 7.3

Summary of the process of website development



What can go wrong without a planned approach to website design?

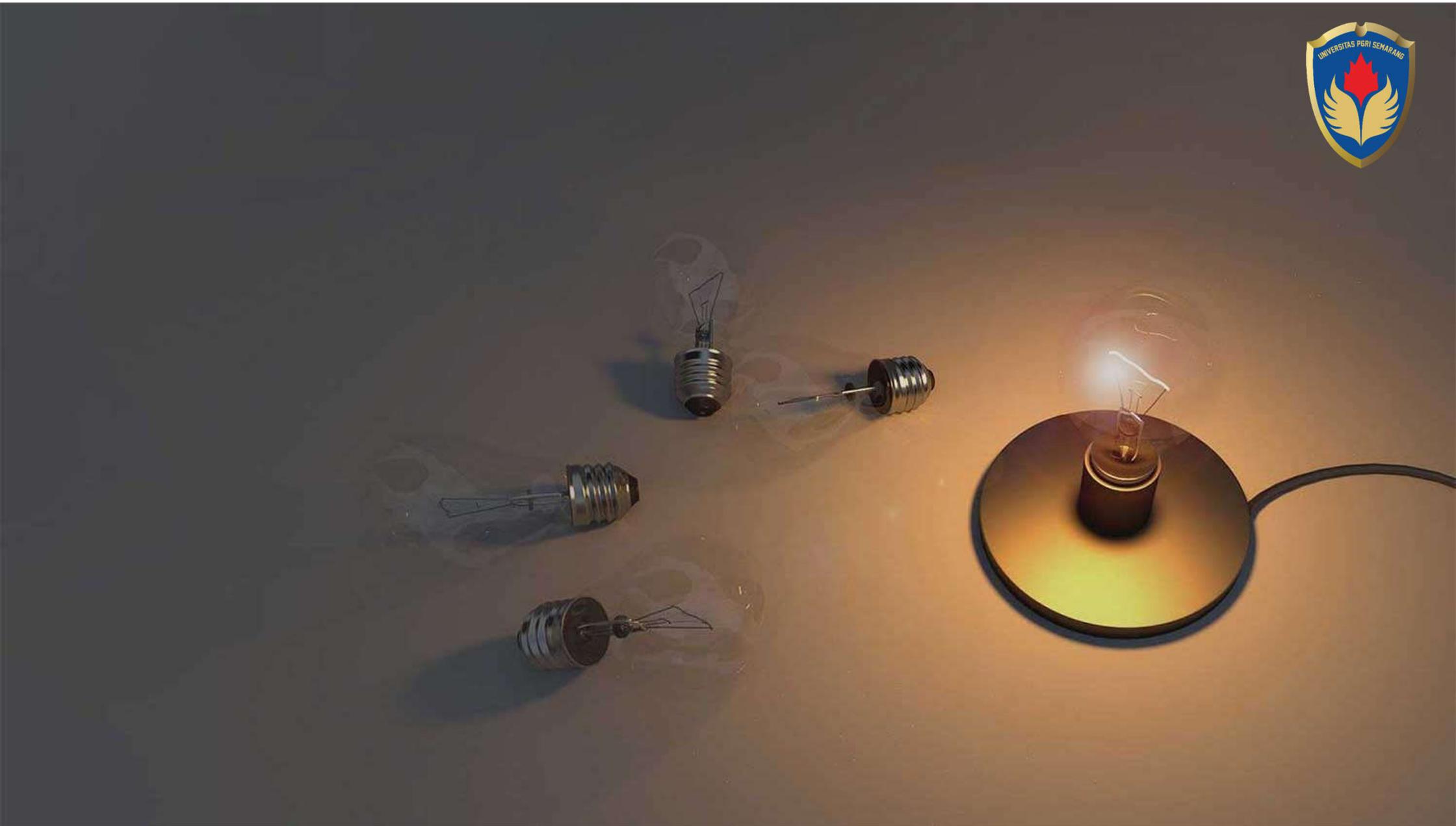
### **Purpose**

To indicate potential problems to customers, partners and staff if the design of an online presence is not carefully planned.

### **Activity**

Make a list of the potential problems related to a poorly planned design which may be faced by customers of an online retailer. Base your answer on problems you have experienced on a website that can be related to planning and implementation of site design.

The answers you identify all define the requirements for a new website design including: relevant content, acceptable performance, renders correctly in browser, findable within search engines (search engine optimisation (SEO)).





# REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan





# THANK YOU

Any Question ??