Delivering the online customer experience

Aryan Eka Prastya Nugraha**, S.E.,M.Pd**

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A good site should always begin with the user. Understand who the customer is, how they use the channel to shop, and understand how the marketplace works in that category. This includes understanding who your competitors are and how they operate online. You need continuous research, feedback and usability testing to continue to monitor and evolve the customer experience online. Customers want convenience and ease of ordering. They want a site that is quick to download, well-structured and easy to navigate.

In the figure these factors are all associated with using the web site, but the online customer experience extends beyond this, and Internet marketing should also consider these issues:

- Ease of locating the site through search engines (Chapter 8);
- Services provided by partners online on other web sites;
- Quality of outbound communications such as e-newsletters;
- Quality of processing inbound e-mail communications from customers;
- Integration with offline communications.
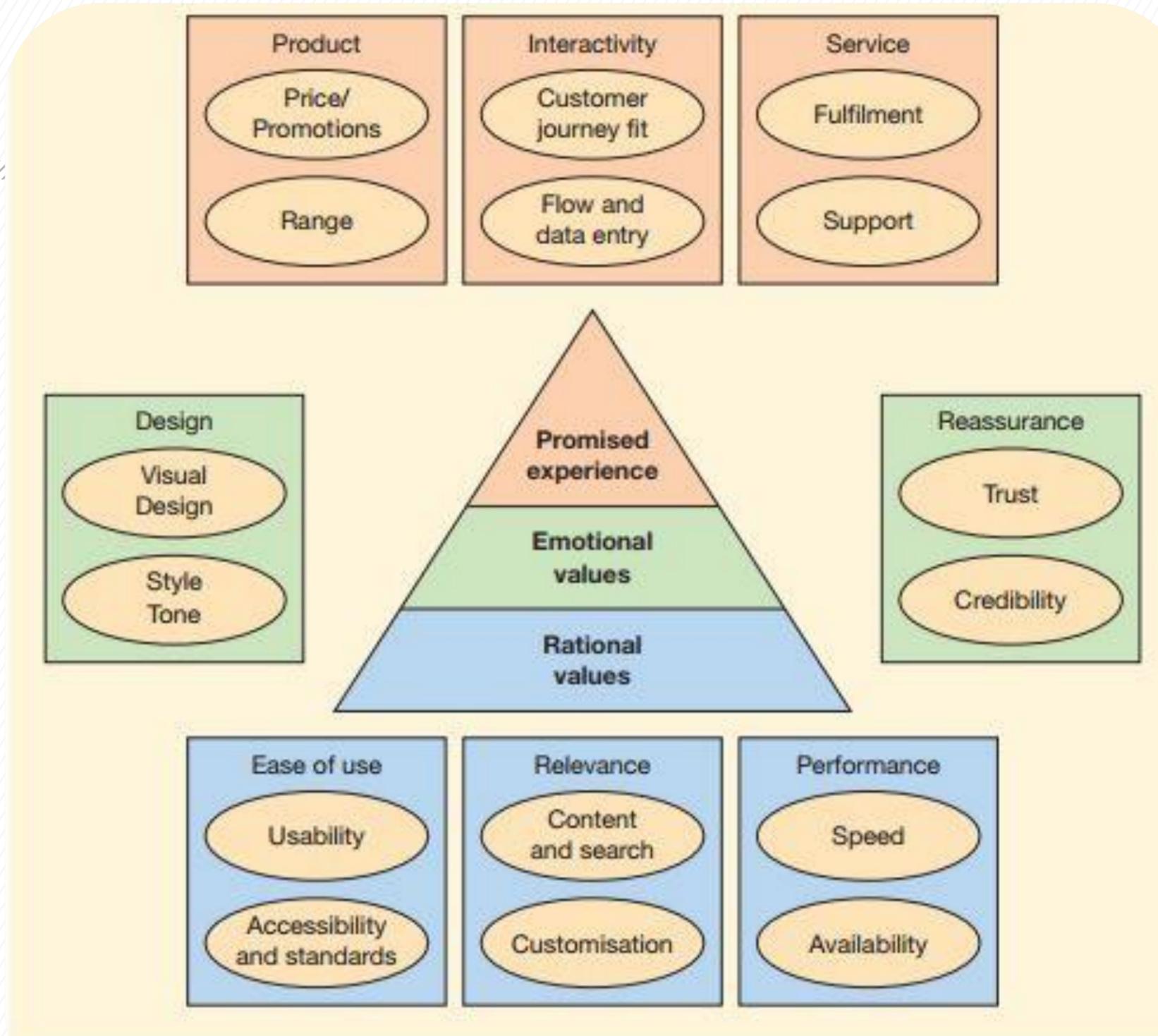
Figure 7.1 The online customer experience pyramid – success factors

Planning web site design and build
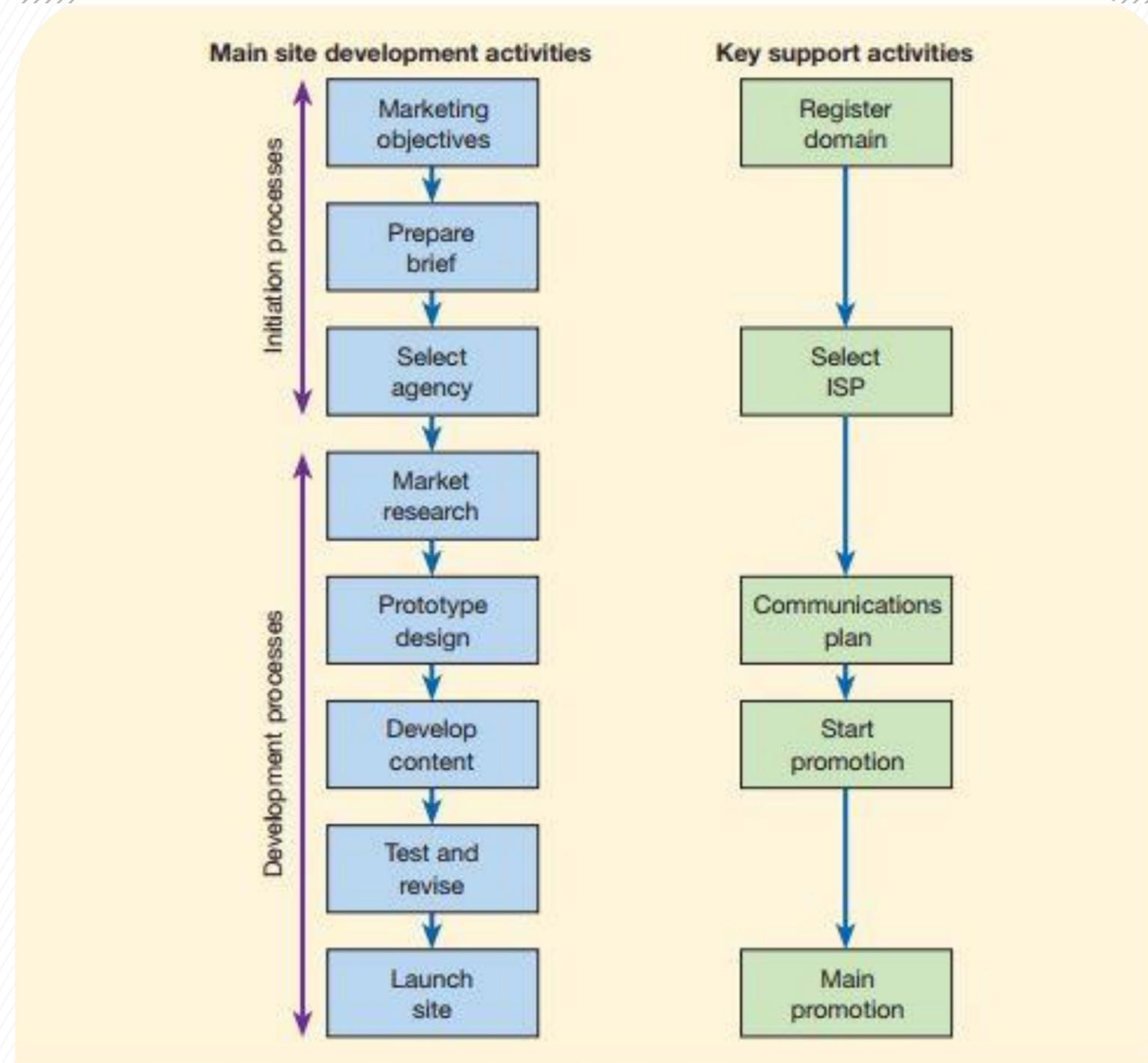
Figure 7.2 Summary of process of web site development

Domain name registration

If the project involves a new site rather than an upgrade, it will be necessary to **register a new domain name**, more usually referred to as a 'web address' or 'uniform (or universal) resource locator (URL)'.
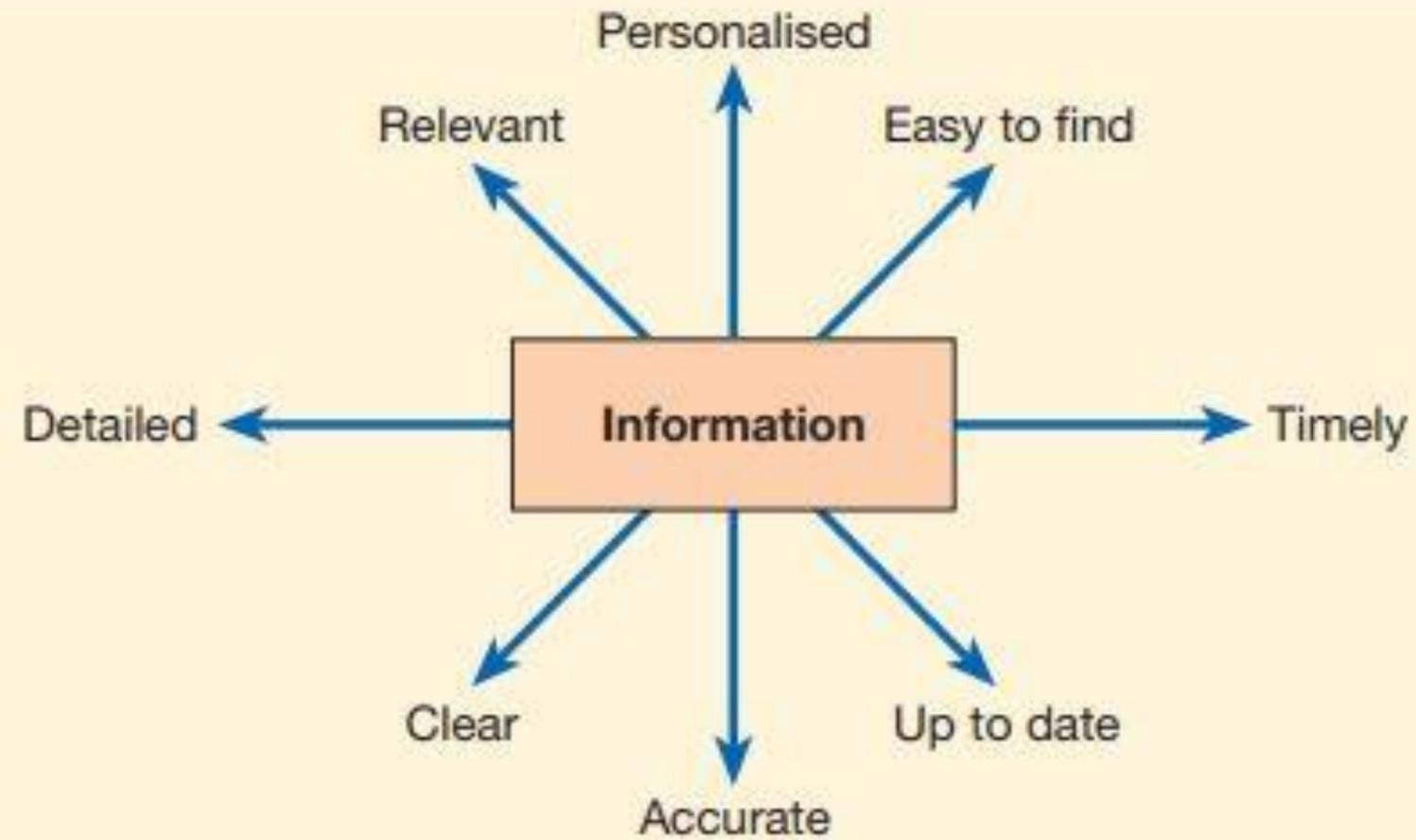
Figure 7.8 Different aspects of high-quality information content of a web site

You can see that these authors suggest that simplicity in design is important. Another example of research into web site design factors supports the importance of design. Fogg et al. (2003) asked students to review sites to assess the credibility of different suppliers based on the web site design. They considered these factors most important:

Design look	46.1%
Information design/structure	28.5%
Information focus	25.1%
Company motive	15.5%
Usefulness of information	14.8%
Accuracy of information	14.3%
Name recognition and reputation	14.1%
Advertising	13.8%
Bias of information	11.6%
Tone of the writing	9.0%
Identity of site sponsor	8.8%
Functionality of site	8.6%
Customer service	6.4%
Past experience with site	4.6%
Information clarity	3.7%
Performance on a test	3.6%
Readability	3.6%
Affiliations	3.4%

REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan
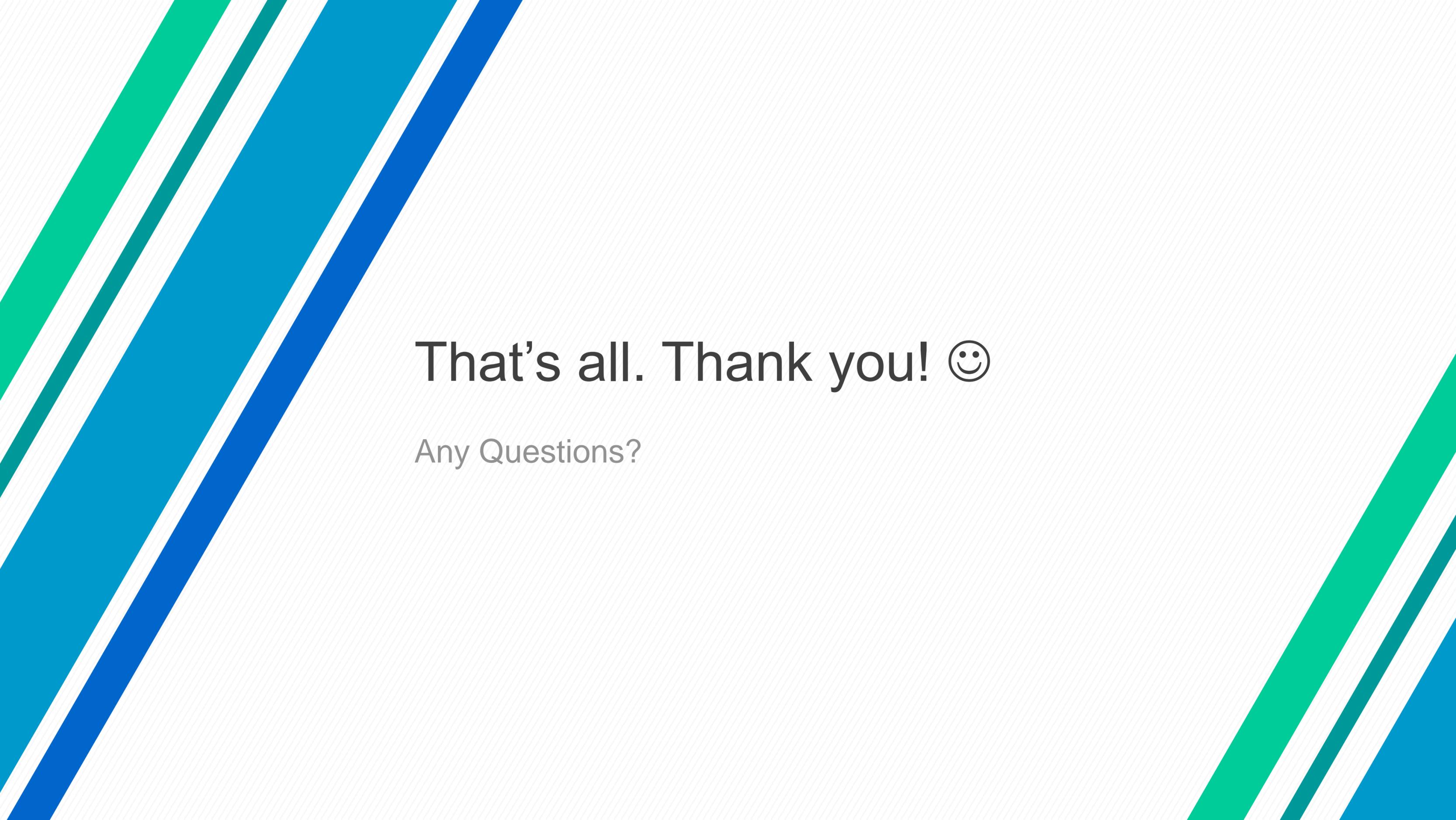
That's all. Thank you! ☺

Any Questions?