

Innovation in users' satisfaction management



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opiniac.com
Customer Experience Management

opiniac.com – how did it all start?

Year 2008

- ☺ Statistical data of websites give measurable information, but **what do the Internet users really think?**
- ☺ **Social networking sites** gain massive reach and dynamics
- ☺ Users express their opinions on the web more and more openly, so it is worth to **use their commitment and potential for shaping and developing websites!**

RESULT – opiniac.com platform is launched, which listens to active users, collects their opinions and assessments and allows analysing experiences for the benefit of websites.

opiniac.com – in key numbers

300 000+

- **completed surveys**

1 000 000+

- **unique users**

1 750 000+

- **total survey impressions**

Statistical data of opiniac.com, December 2011

opiniac.com – key clients

Customers



Partners



Research types with survey profiles

Website quality assessment

- Contents quality and user-friendliness of a website
- Easiness in browsing a website and graphic design attractiveness
- Expected changes on a website and level of satisfaction from using a website

Purchase process assessment

- Opinion on a catalogue and recommendations for assortment development
- Offer assessment in terms of a search engine, categories and products
- Collecting reasons why users resign from purchasing

Forms efficiency assessment

- Assessment and analysis of users completing a registration form
- Comments of users abandoning a registration process
- Verification of data introduction accessibility

Mailing efficiency assessment

- Opinion survey on quality and usability of mailing contents
- Assessment of an offer presented in correspondence
- Evaluation of aesthetic aspects of mailing, identification with brand

Integration of opiniac.com with Facebook platform

Making „**Like!**” and „**Recommend!**” buttons available in the surveys directly concerning the website subject to user’s assessment.

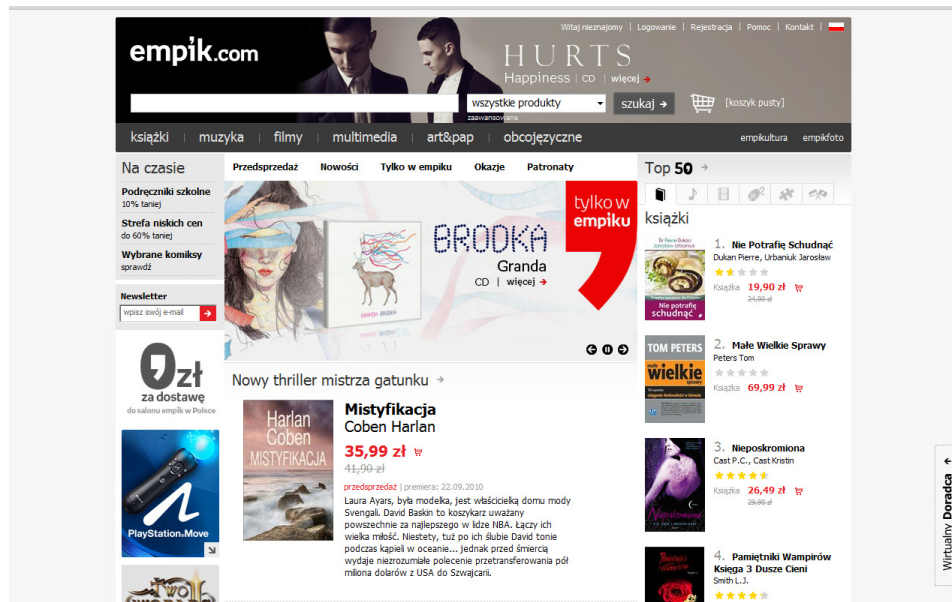
Information on a Customer’s recommendation of a website is displayed as:

- ☑ Increased fans counter for a Customer’s website
- ☑ On Facebook’s wall of a user completing the survey
- ☑ On Facebook’s wall of a Customer whose website the survey concerns

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

General satisfaction survey – example of empik.com

Assumed goal: change of website graphic design, conversion increase, clarity of segmentation and message quality.



- ☺ Have users accepted the change of graphic design and logics on the website?
- ☺ Which elements of communication are the most efficient?
- ☺ Which elements and modules are problematic for users?
- ☺ What kind of functionalities does the website lack?
- ☺ Opinions on popularity and usability of products vs. their searching and presentation

[Click here to see the case study of empik.com](http://opiniac.com/files/kongres_e-commerce_2011_case_platformy_opiniac_dla_EMPIK.pdf)

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opiniac.com – testimonials

I am responsible for development of major Polish e-commerce portal – empik.com We are using voice of customer research that is supplied by opiniac.com. Thanks to the collected data, we are able to improve product directory, product landing pages, and internal search options. We are also supported with conversion optimization insights and suggestions. opiniac.com obviously opens your eyes to customer requirements.

Michał Tomaniak

General Manager EMPIK.com

We used opiniac.com application in last quarter of 2010. The tool, user collected data and presented recommendations provided helpful input into the planned redesign of the Deutsche Bank PBC website.

Łukasz Świrgał, Deutsche Bank PBC

Assistant Vice President

opiniac.com platform has been implemented in militaria.pl since 2009. Our cooperation has grown with time. We started with general research of users requirements in militaria.pl in the beginning, then we implemented some more advanced tool to understand the reasons for purchase drop-offs, now we track NPS index. I do recommend opiniac.com to anyone who is serious about e-commerce business development.

Tomasz Szulc, militaria.pl

Marketing and eCommerce Director

We offer FREE platform tryouts to start with

- ☺ Demo version is available for **1 month** with an option to prolong for an additional month in talks with a Customer to keep the continuity of research.
- ☺ **A full system functionality** is available, restricted to a basic survey only – with questions about the most popular trends among platform Customers.
- ☺ The very **installation of a survey is simple**, similar to Google Analytics plug-in.
- ☺ Collected data allow finding out actual **solution advantages**.
- ☺ As a test summary, we provide an appointment and **a report with collected data and results discussed**.



[Test drive](#)
[opiniac.com](#)

**Thank you for your
attention.**



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