Innovation in users' satisfaction management for e-commerce

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opiniac.com

Customer Experience Management

Iceberg

10% above surface

90% under water

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Satisfaction iceberg

10% will share their opinions, which will allow reacting and solving a problem

25% will come to terms with a problem and will not share it with anyone

65% will never express their opinions officially, but will share conclusions with many other people

In search of a better conversion

80%+

of companies planning to develop a brand in digital media implement efficiency assessment indicators and satisfaction monitoring to improve conversion results.

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Knowledge – a basis for increase in users' satisfaction

Objective data [e.g. the Internet statistics]

- Users' traffic analysis
- Events registration
- Conversion visualisation and assessment

+

Subjective data [e.g. user opinion survey]

- Opinions concerning a website, offers, purchase process etc.
- Postulates on users' expectations and needs
- Tips for usability, accessibility and friendliness of website functioning as well as service quality assessment

Why should you take care of users' satisfaction level?

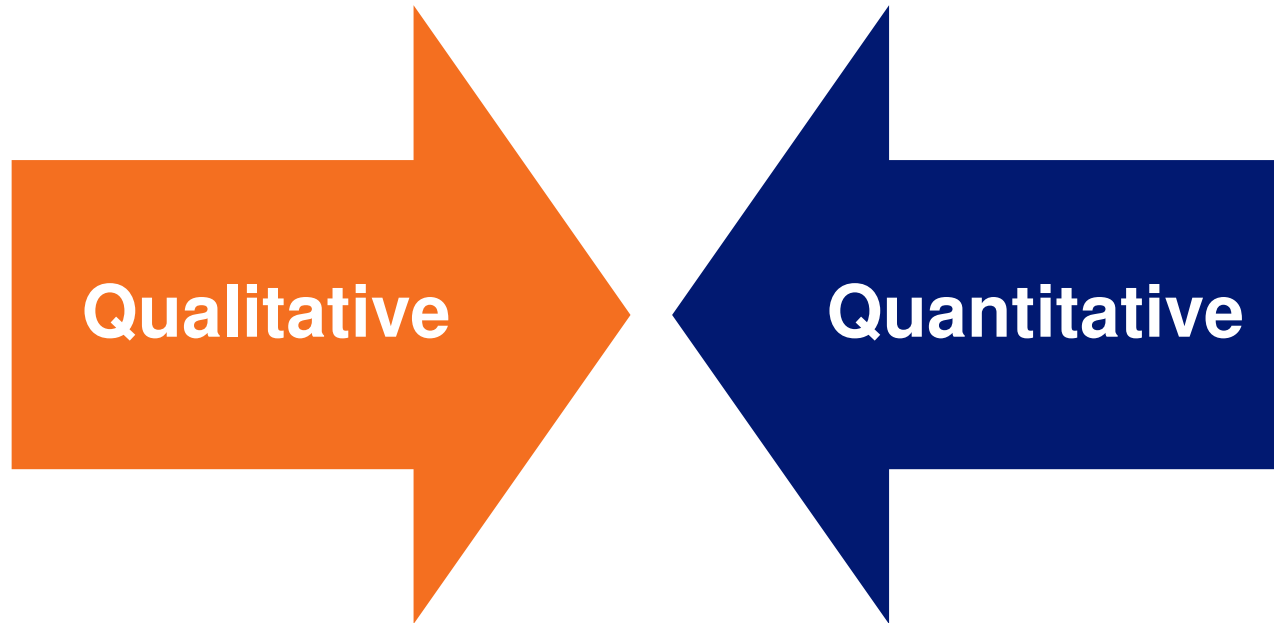☺ There are 25 silent customers per every customer who decides to speak.
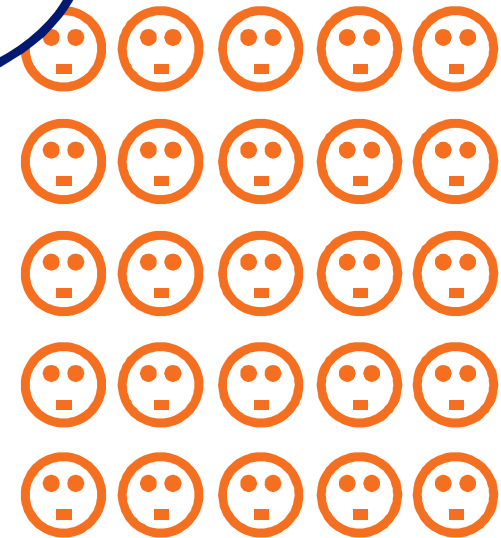
☺ **opiniac.com** **allows listening to „the speaking"** to shape the development of a website based on their comments.

!@#$

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Using the potential of committed users

Indication of expectations

Sharing opinions

Leaving suggestions

Need for expressing an opinion at any moment while visiting a website

Indication of advantages and drawbacks

Typing comments

Functional assessment

Type of collected information

Qualitative

Quantitative

Subjective impressions and comments of users concerning the contents, way of presentation, navigation, trust, quality of service etc.

Individual user's assessment according to a defined scale concerning parameters and criteria under evaluation.

Type of collected information

Experience
- Content, layout and usability assessment
- User satisfaction measurement
- Comments and suggestions

System
- URL (including dynamic syntax)
- Consumer's IP address
- Basic system data

Additional
- Time elapsed from website display to assessment
- Date and time of survey completion
- Answers to complementary

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

facebook

Survey within a shopping cart process allows collecting users suggestions
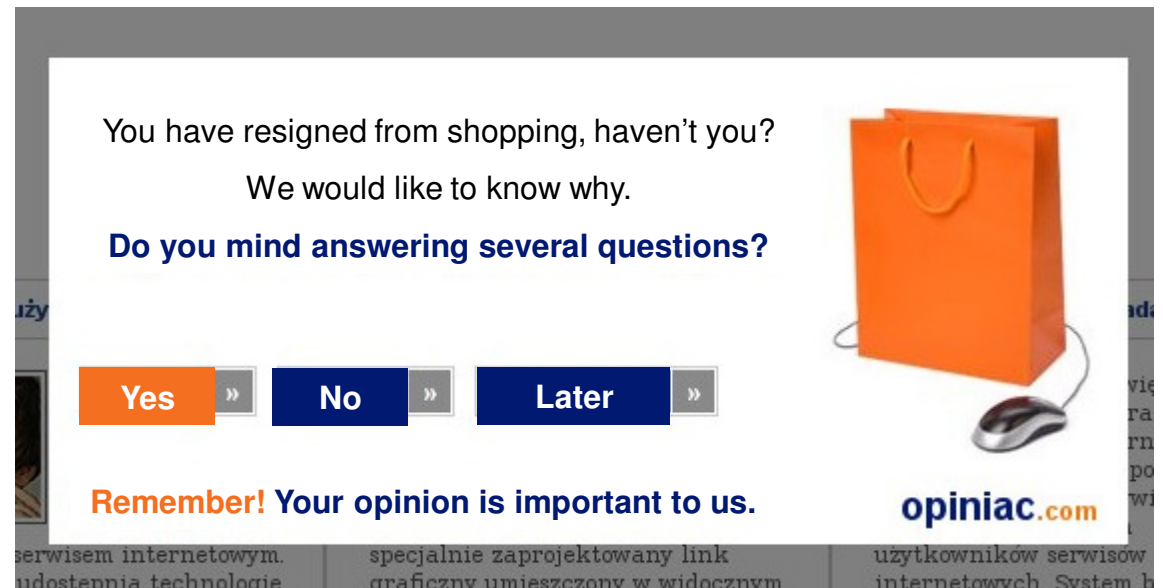
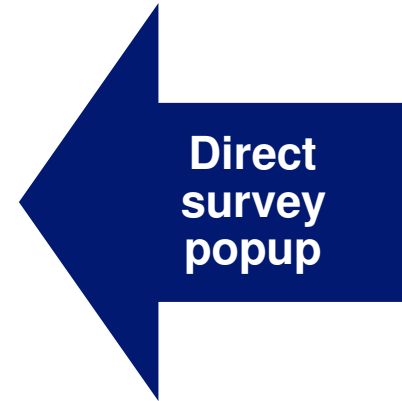## WHY?

☺ did users abandon continuation of ordering process

☺ did users decide to close the page with a shopping cart

☺ did users have a problem with order and purchasing

You have resigned from shopping, haven't you?
We would like to know why.
Do you mind answering several questions?

| Yes » | No » | Later » |

Remember! Your opinion is important to us.

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Options of interrupted purchase process analysis

Window with opinion question

Direct survey popup

- Undemanding query and less intrusive form
- Lower number of completed surveys
- Impossible to state how many users decide to complete a survey later

- Higher quantitative efficiency of survey
- Potentially higher quality of data
- Comparison of proportions between completed, rejected and postponed surveys
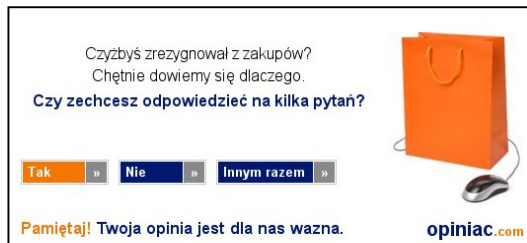
Example

Link and icon to insert on e-commerce webpages

Sample survey for e-commerce

Your LOGO

We invite you to anonymously complete a survey which will help to improve functioning of our website for you.

1. Please select product categories which are missing from our store?

☐ 3D TV boxes   ☐ Tablet devices   ☐ Internet phones

☐ Car DVD   ☐ Office computer software

☐ Other. Comment?   Insert a comment

2. How do you rate the usability of our store for purchasing products?

- 1   0   1
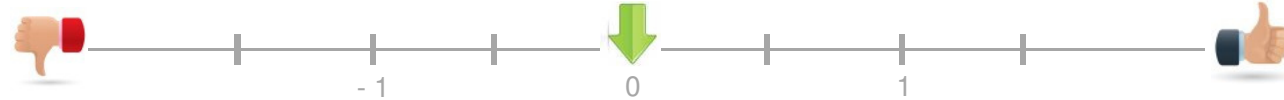
2. Is it your next shopping in this store?
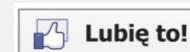
☐ No, this is the first time I shop in this store

☐ Yes. Why have you decided to shop here once again?   Insert a comment

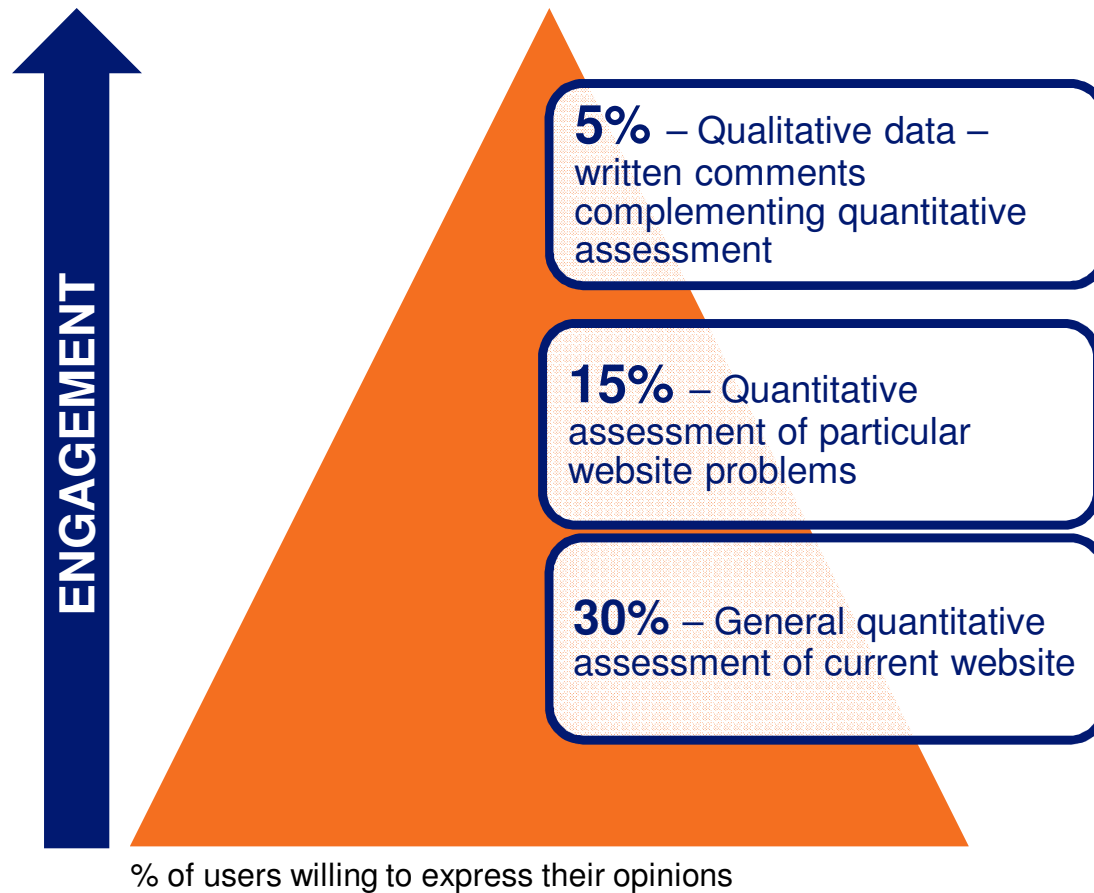**3. Have you encountered any problems while completing purchase process?**

Insert a comment

4. How have you found out about our store?

Choose ▾

5. What was the reason why you have visited our website?

Choose ▾

6. Share information about this store with your friends   👍 Lubię to!

Rate this page

Distribution of collected information

ENGAGEMENT

5% – Qualitative data – written comments complementing quantitative assessment

15% – Quantitative assessment of particular website problems

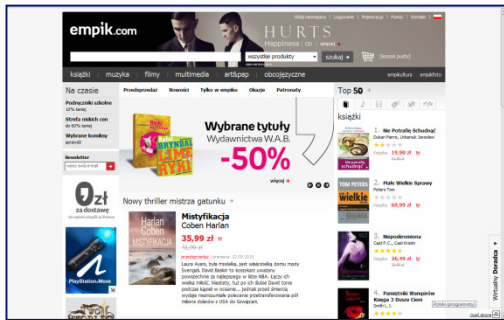**30%** – General quantitative assessment of current website

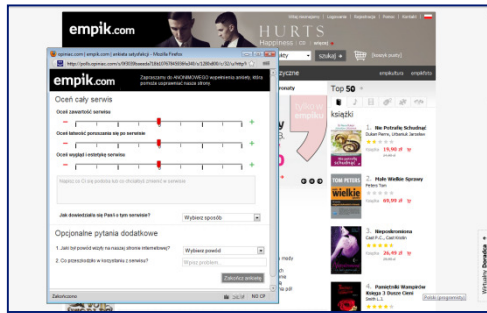% of users willing to express their opinions

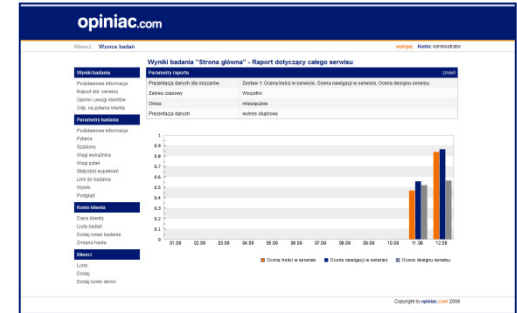# Implementation of opiniac.com platform – 3 simple steps

Stage 1 - Website

- Defining problems, doubts and unknown issues requiring gaining knowledge from users.
- Elaboration of survey types and contents for particular subpages.
- Survey configuration.

Stage 2 - Research

- Surveys publishing on a website.
- Starting a survey.
- Corrections and optimalisation of research structure.

Stage 3 - System

- Collection and analysis of users' opinions.
- Summary in a form of recommendations of changes and innovations on a website.
- Integration with Google Analytics

Presentation based on the implementation of opiniac.com platform on www.empik.com, demo URL: http://panel.opiniac.com/site/demo

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16

Cause and result in user experience

☻ Analysis of user satisfaction is a key factor for business goals accomplishment.

☻ **Opiniac.com** platform allows measuring defined experience criteria: general satisfaction and individual characteristics.

☻ **By making a constant assessment of data, it is possible to predict future users' behaviours and shape their decisions.**
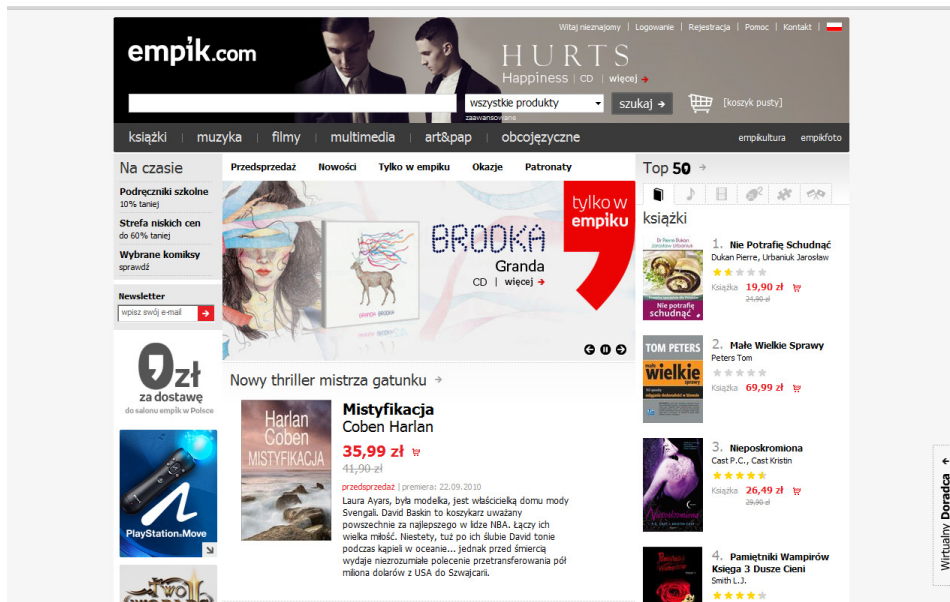
Survey

Analysis

Recommendations
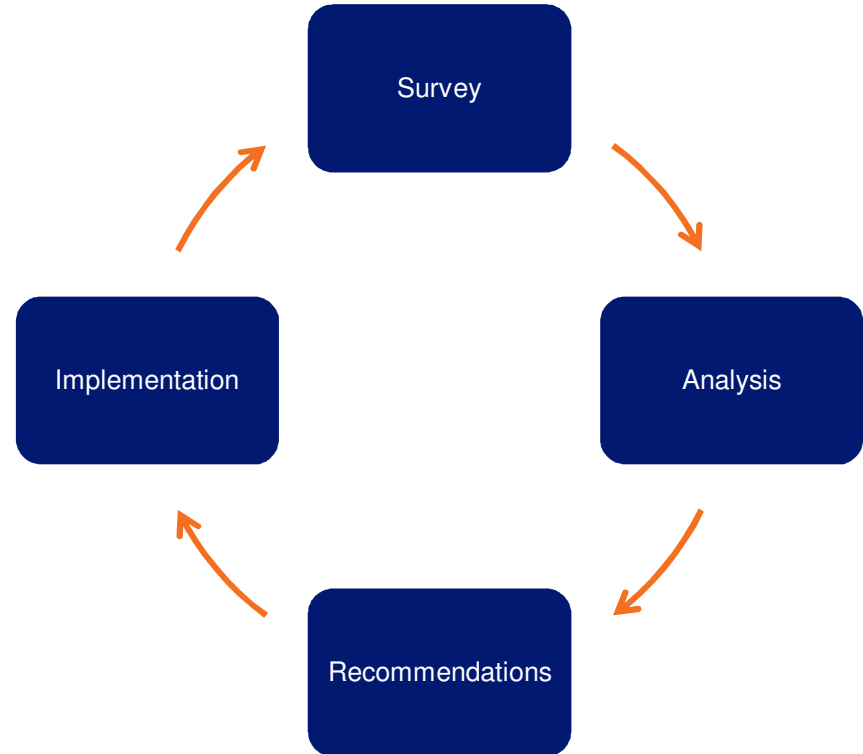
Implementation

Competence advantage – environment
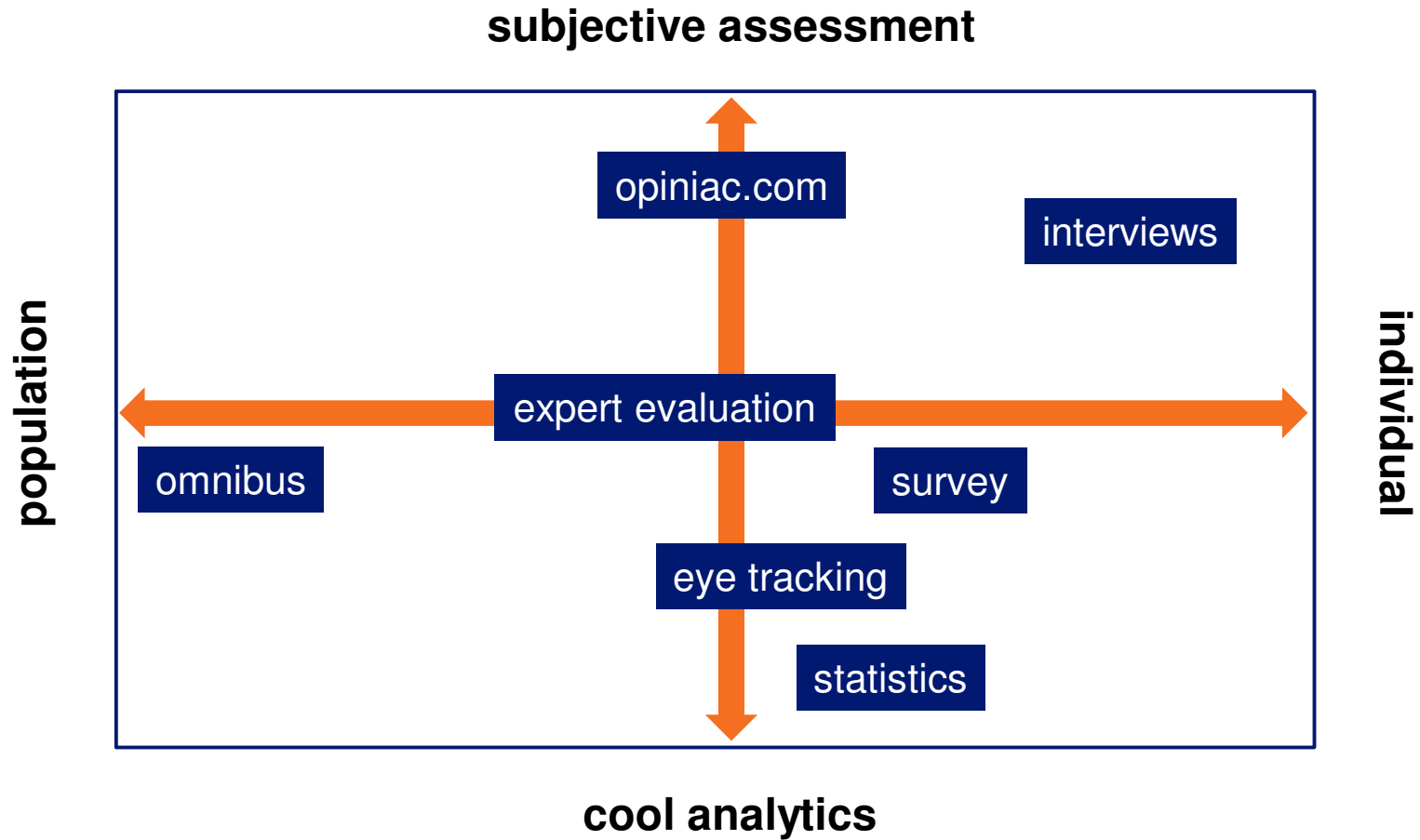
General satisfaction survey – example of empik.com

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

Quality assessment of an e-store – example of merlin.pl

Assumed goal: Appropriateness of product segmentation, users' needs and influence on conversion


- Comprehensibility and appropriate offer presentation.
- Assessment of friendliness of placing an order.
- Evaluation of transparency and architecture of the website.
- Collecting needs and expectations of users.
- Assessment of marketing activities of merlin.pl for conversion improvement.

Product segmentation assessment – example of militaria.pl

Assumed goal: a separate analysis of satisfaction and conversion per product and per segment.

- Collecting opinions on popularity and usability of products vs. their searching and presentation
- Why selected steps of placing an order are problematic?
- Which elements and modules are problematic for users?
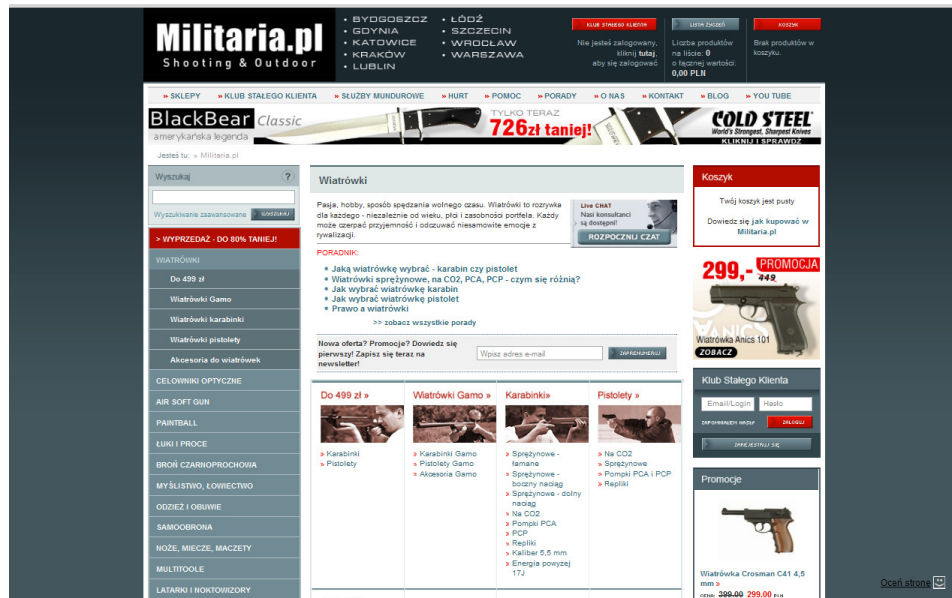
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opiniac.com – in key numbers

300 000+ • completed surveys

1 000 000+ • unique users

1 750 000+ • total survey impressions

Statistical data of opiniac.com, December 2011

opiniac.com

opiniac.com – key clients

Customers

3M

autotrader.pl

bimago

WBK | Bank Zachodni WBK

A Passion to Perform.
Deutsche Bank

DOZ.PL
dbam o zdrowie

empik.com

fly.pl

GazetaPraca.pl

HOLIDAYCHECK

makro

merlin.pl

Militaria.pl

mixelectronics.pl

oponeo.pl

PLAY

Praktiker

smyk
Cały dla małych !

TUI

Partners

180 heartbeats

bluerank

conversion

Data Force
GROUP

NETWORKS

SARE
E-MAIL MARKETING

QUARTIC
POTĘGA REKOMENDACJI

opiniac.com

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

praktiker.pl on-line shop is a new solution on the Polish market. However, since the shop launch, we have assumed that further stages of shop development would be based on solid data analysis. Google Analytics is a primary tool for our daily traffic analysis and opiniac.com gets supplementary data about user needs and opinions. Considering the lessons we've learned so far, I strongly endorse opiniac.com as a tool to measure and evaluate user satisfaction level.

Krzysztof Włodarczak, praktiker.pl

Web Marketing Manager

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 development.

Tomasz Szulc, militaria.pl, Marketing and eCommerce Director

opiniac.com

Bear in mind – Who asks, doesn't err!

☻ It is worth to use qualitative research based on **users commitment.**

☻ By assessing the most important elements in consumer experience, **we gain a perspective** on our own beliefs and stereotypes.

☻ **Satisfaction measurements and analysis are easy, but time-consuming processes, undeniably worth every single zloty spent as it will return with interest!**

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

Why should you take care of users' satisfaction?

70% of customers dissatisfied with services or products **will come back!** If you manage to engage them in a dialogue and solve their problems.

The White House Office of Consumer Affairs Eastbridge Consulting Group

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Thank you.

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