

# Innovation in users' satisfaction management for web portals



Zbigniew Nowicki

**opiniac.com**  
Customer Experience Management

# Iceberg



# Satisfaction iceberg



## In search of a better conversion

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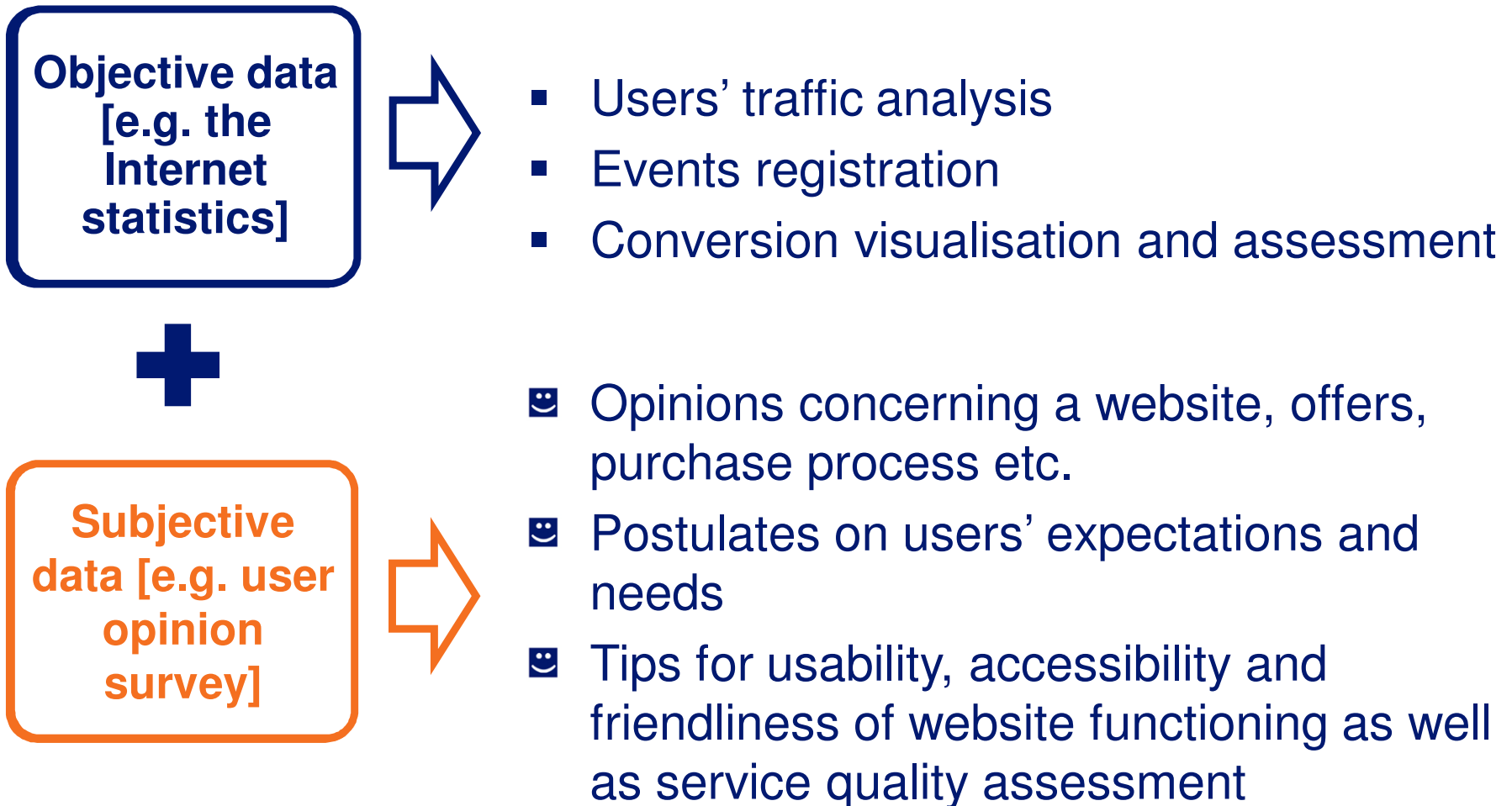
80%+

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

eMarketer 2010 Digital Brand Expression report

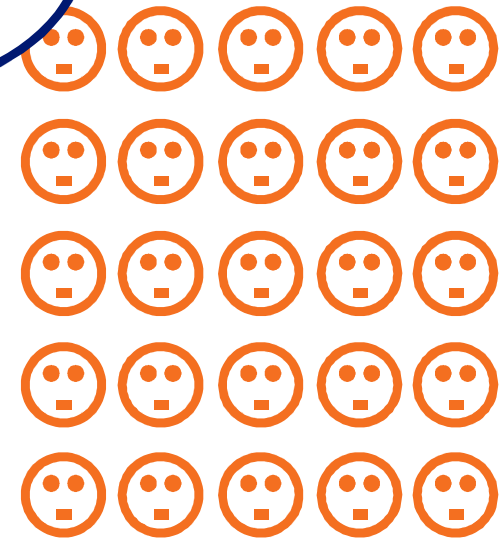
# Knowledge – a basis for increase in users' satisfaction

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# 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.

The White House Office of Consumer Affairs Eastbridge Consulting Group

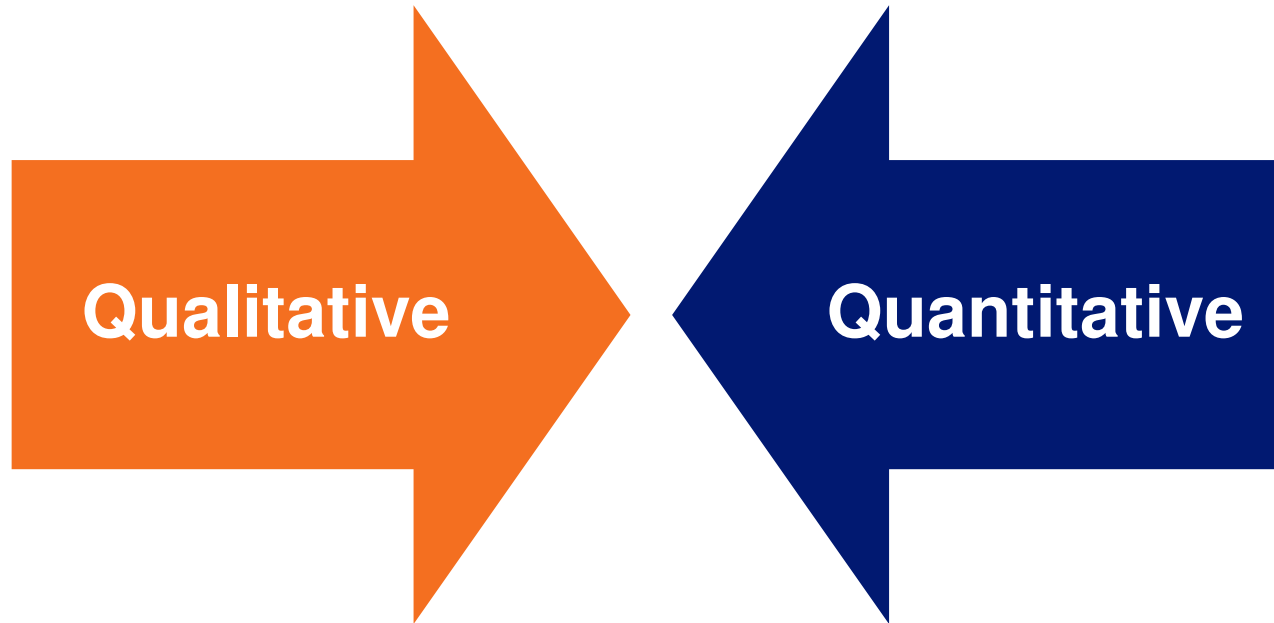
# Using the potential of committed users

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# Type of collected information

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**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

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

Experience



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

System



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

Additional



# Research types with survey profiles

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## 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

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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.

# Example of survey for information portal

 Rate this page

Graphics to insert on webpages

Sample survey

Your LOGO

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

1. How do you rate quality and usability of information presented on the website?



2. How do you rate easiness of browsing the website?



3. How do you like aesthetics and graphic design of the website?



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


Choose ▼

5. Have you managed to find the information you were looking for?

Yes  No. What information have you been looking for on our website?

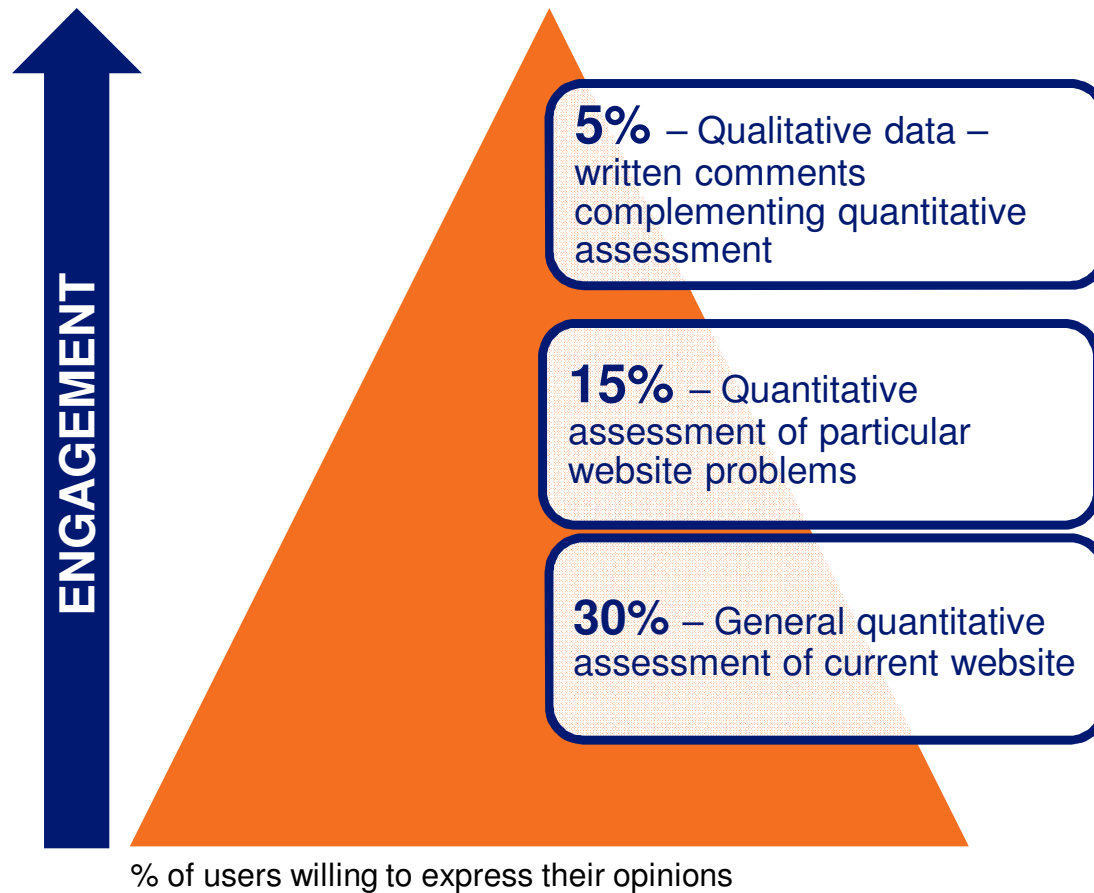
Insert a comment

6. Share information about this store with your friends

 **Lubię to!**

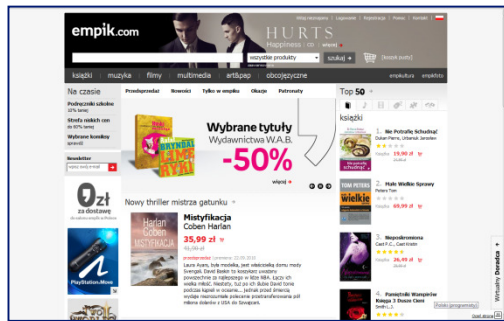
**Close survey**

# Distribution of collected information

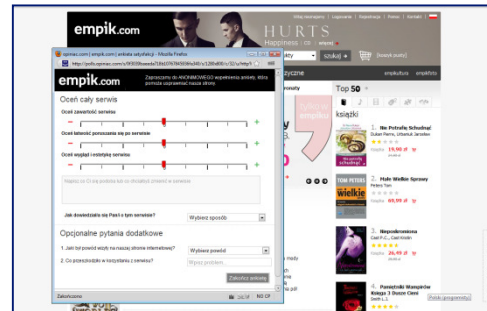


# Implementation of opiniac.com platform – 3 simple steps

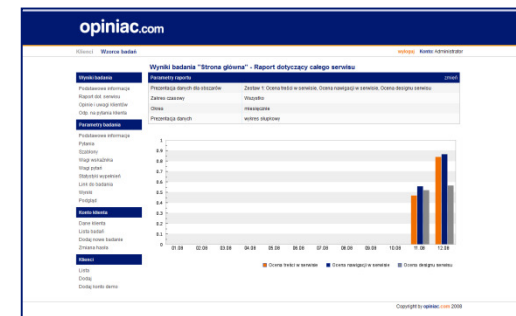
## Stage 1 - Website



## Stage 2 - Research



## Stage 3 - System



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

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

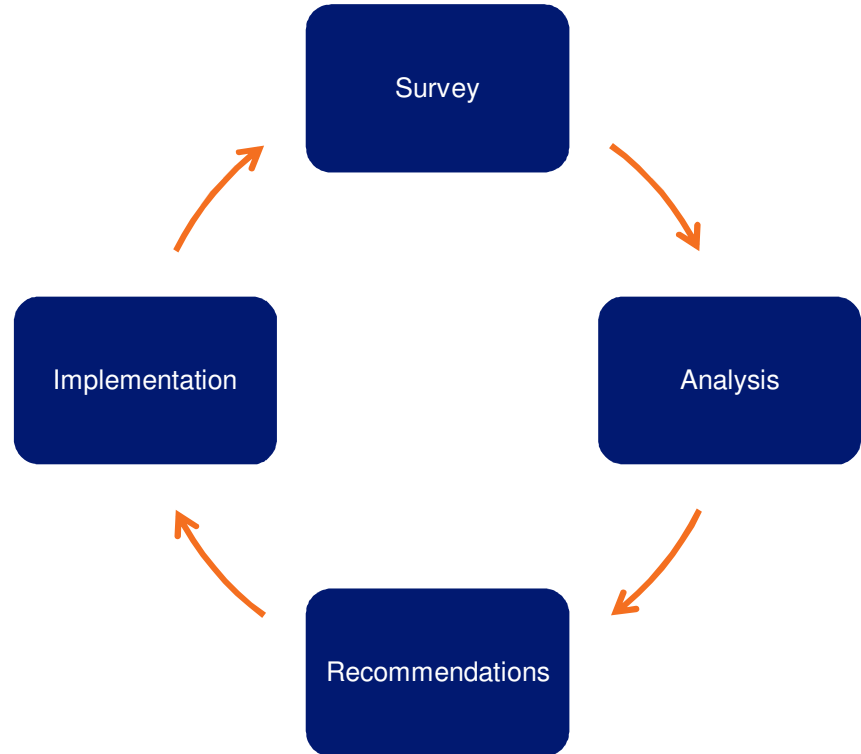
- ☺ Collection and analysis of users' opinions.
- ☺ Summary in a form of recommendations of changes and innovations on a website.
- ☺ Integration with Google Analytics

Presentation based on the implementation of opiniac.com platform on [www.empik.com](http://www.empik.com), demo URL: <http://panel.opiniac.com/site/demo>

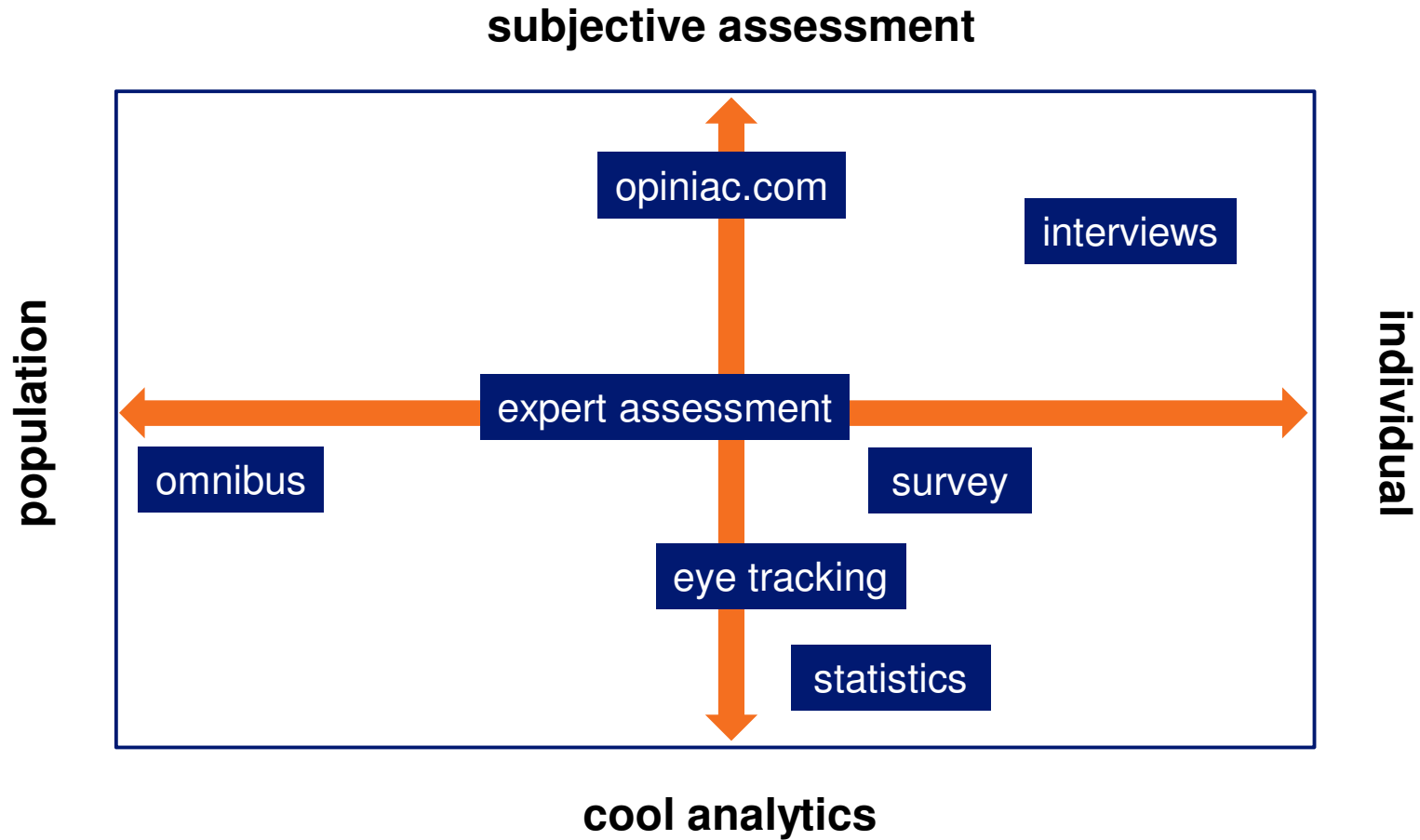
# Cause and result in user experience

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- ☺ 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.**



# Competence advantage – environment





# General satisfaction assessment – example of praca.gazeta.pl

Assumed goal: contents usability, navigation quality, reasons for visiting the website and message quality.



- ☺ Do users find published adds valuable?
- ☺ How often do users use add search engine?
- ☺ What is problematic for users?
- ☺ Users' suggestions for interface improvement?
- ☺ Expectations and reasons for visiting the website?

# Assessment of satisfaction from BZWBK offer – example

Assumed goal: Comprehensibility of product exposition, users' interest and conversion



- ☺ Comprehensibility and technical problems.
- ☺ Satisfaction from subjective security feeling of a user.
- ☺ Website transparency and design.
- ☺ Opinions on products and customer service.

# Assessment of satisfaction from Deutsche Bank offer – example

Assumed goal: analysis of satisfaction and conversion per product and per segment

The screenshot displays the Deutsche Bank website interface. At the top, there is a navigation bar with links for 'English', 'Logowanie db easyNET', 'db powerNET', and 'db WEB Faktor'. Below this, a main banner promotes 'db Inwestuj w Przyszłość' with the headline 'Odbierz nagrody za lokatę z przyszłością!' and a prominent red button labeled 'ZAŁÓŻ TERAZ'. The central area features a 'Bankowość elektroniczna' section with login options for 'db easyNET' and 'db powerNET'. A news section on the left lists various account types like 'dbNET dla internautów', 'db Smart dla młodych', and 'db Open dla wszystkich'. The main content area contains several news articles, including one about system maintenance on December 11th and another about the liquidation of Skarbiec - Rynek Mieszkaniowego FIZ. The right sidebar provides contact details for 'Teleserwis' and 'Infolinia sprzedażowa'.

- ☒ 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?

## opiniac.com – in key numbers

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**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



# opiniac.com – testimonials

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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 was used for general experience tracking purposes by merlin.pl. In particular, we were interested in the functional aspects of our e-commerce. The results were compared to opiniac.com market benchmarks. We found these status indicators simple but extremely valuable. It allowed us to compare our user satisfaction level with the average values in e-commerce sector.

**Arkadiusz Mężyński, merlin.pl**

**Marketing Manager**



# We offer FREE platform tryouts to start with

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- ☺ 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.**



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