

foviance



# Customer Experience: A real online differentiator

- Marty Carroll

# Our Clients






**Specific needs and access requirements** Please inform us of any specific needs or access requirements by adding a request to your booking online or by calling the contact centre. Passengers with specific requirements should check in no later than 90 minutes before the scheduled departure time. You can add a request online via the confirmation page after payment.

## Reason for trip

At easyJet we are always looking to improve our service to you. Please help us by telling us the reason you are purchasing this trip?

Visiting friends or family and staying with them 

## Payment details

Cardholder's name as written on card

Marty Carroll

Card number

\*\*\*\*683566668672

Security code

247

Type of card



- Visa (Fee £4.95)
- Mastercard (Fee £4.95)
- American Express (Fee £4.95)
- Diner's Club (Fee £4.95)
- Maestro / Switch (Fee £1.00)
- Visa debit (Fee £1.00)
- Visa Electron
- UATP / AirPlus (Fee £4.95)

We accept **Maestro / Switch** (for Pound Sterling transactions only), **Delta, Visa, Visa Electron, Mastercard, American Express, UATP/Airplus** and **Diners Club**.

**Confirm purchase**

## Payment

[Main Details](#)[Billing Address](#)[Shipping Address](#)[Payment Details](#)[Confirm & Pay](#)

**Add New Payment** – If the card you are using is not yours, we will ask for authorisation from the cardholder before your order is processed



Card Number:\*

(\*required field)

Cardholder Name:\*

End Date (mm/yy):\*

Start Date (mm/yy):

Issue Number:

Store these card details for future use:

[back](#)[next](#)[logout](#)

**The following errors have occurred:**

- the card number contains invalid characters

## Payment

Main Details

Billing Address

Shipping Address

Payment Details

Confirm &amp; Pay

**Add New Payment** – If the card you are using is not yours, we will ask for authorisation from the cardholder before your order is processed

Card Number:\*

(\*required field)

Cardholder Name:\*

End Date (mm/yy):\*

Start Date (mm/yy):

Issue Number:

Store these card details for future use:



### Choose an International Site

We operate a growing number of local websites around the world tailored to the needs of specific countries. View information, relevant offers and book any Hilton hotel world-wide, all in local language!



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[クリック](#) Hilton.co.jpに進む

[表示しない](#) このページを30日間表示しない。



[Hier](#) gelangen Sie direkt zu Hilton.de

Diese Seite in Zukunft [auslassen](#) und die Einstellungen 30 Tage auf meinem Browser speichern

**I wanna...**

**...Subscribe**

**...Bet**

**...Book**

**...Find**

**...Register**

**...Download**

**...Buy**

The Internet: the most inhospitable place on earth?

**Danger**  
Access beyond this point  
is unsafe for inexperienced  
or unguided parties, due to  
hazards such as steep drops,  
slippery and unstable surfaces.



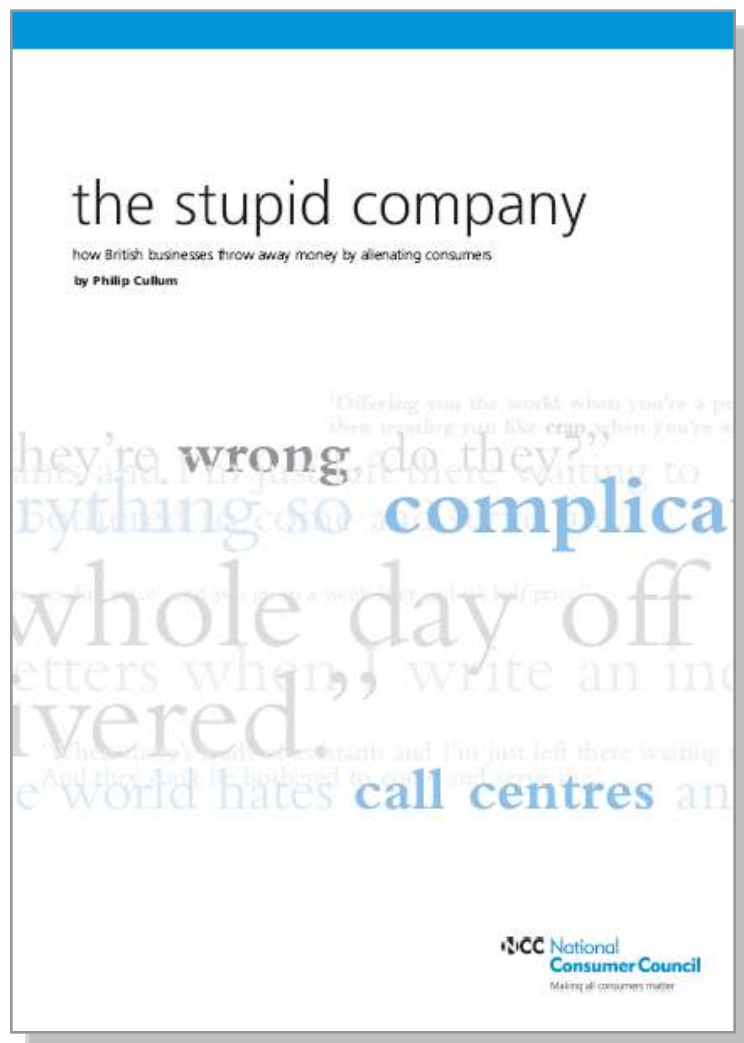


...as a result the web is littered with abandoned baskets

Most people don't like bad experiences



## Evidence abounds...



80% of companies believe they deliver a *'superior experience'* to their customers but only 8% of their customers agree

Bain & Company  
Harvard Management Update

The disease of familiarity



# Quiz Question:

What's the probability  
of guessing the tune?

**Good Experience =  
High Conversions**

**Poor Experience =  
Low Conversions**



1 Sale

2 Lift

3 Profitability

4 Loyalty

5 Advocacy

Customer  
Experience Ripple  
Effect

Experiences  
spread quickly  
nowadays



high expectations

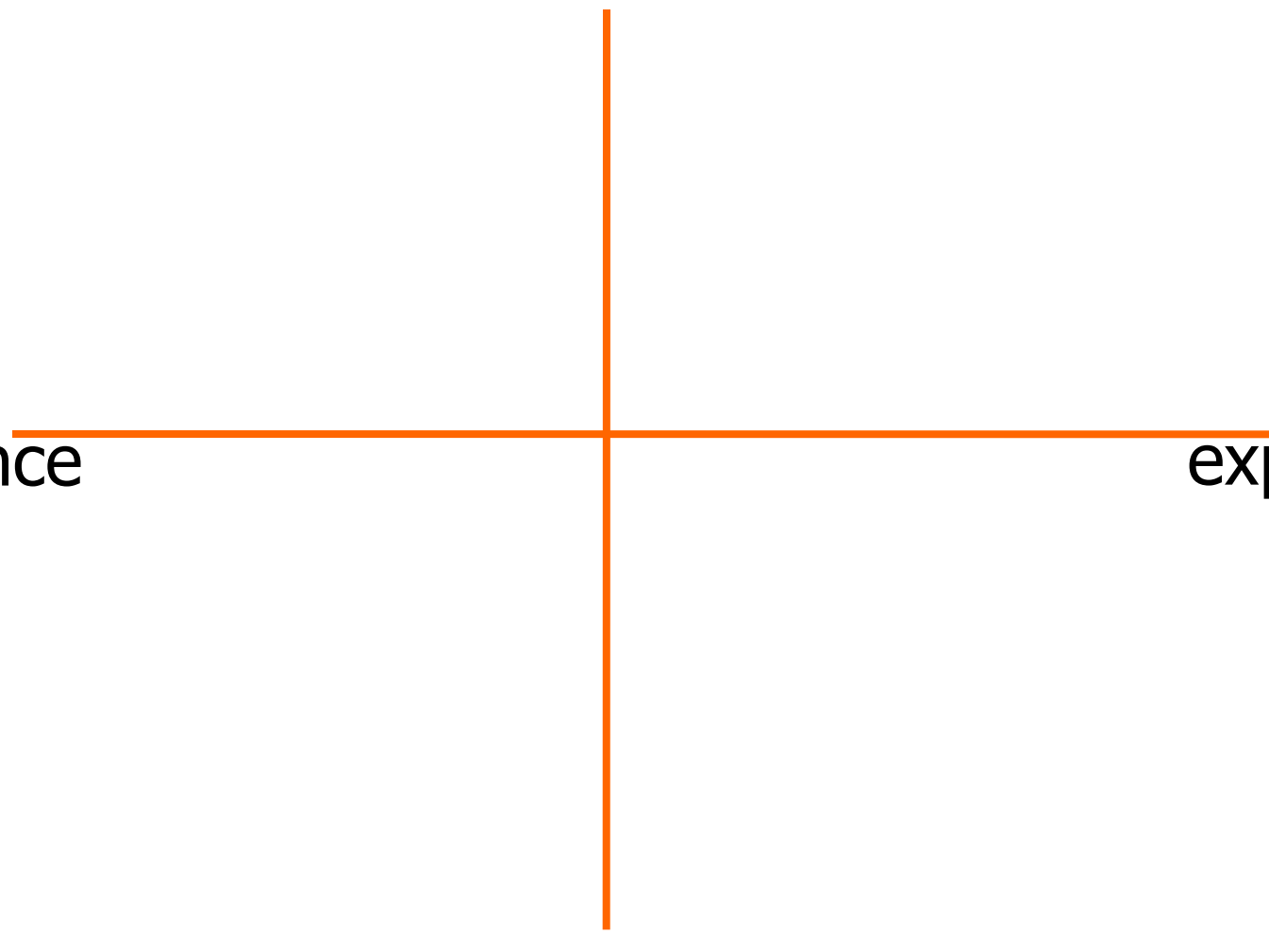
a 'great'

experience

low expectations

a 'poor'

experience



high expectations



a 'poor'  
experience

a 'great'  
experience

'disaffected'

low expectations

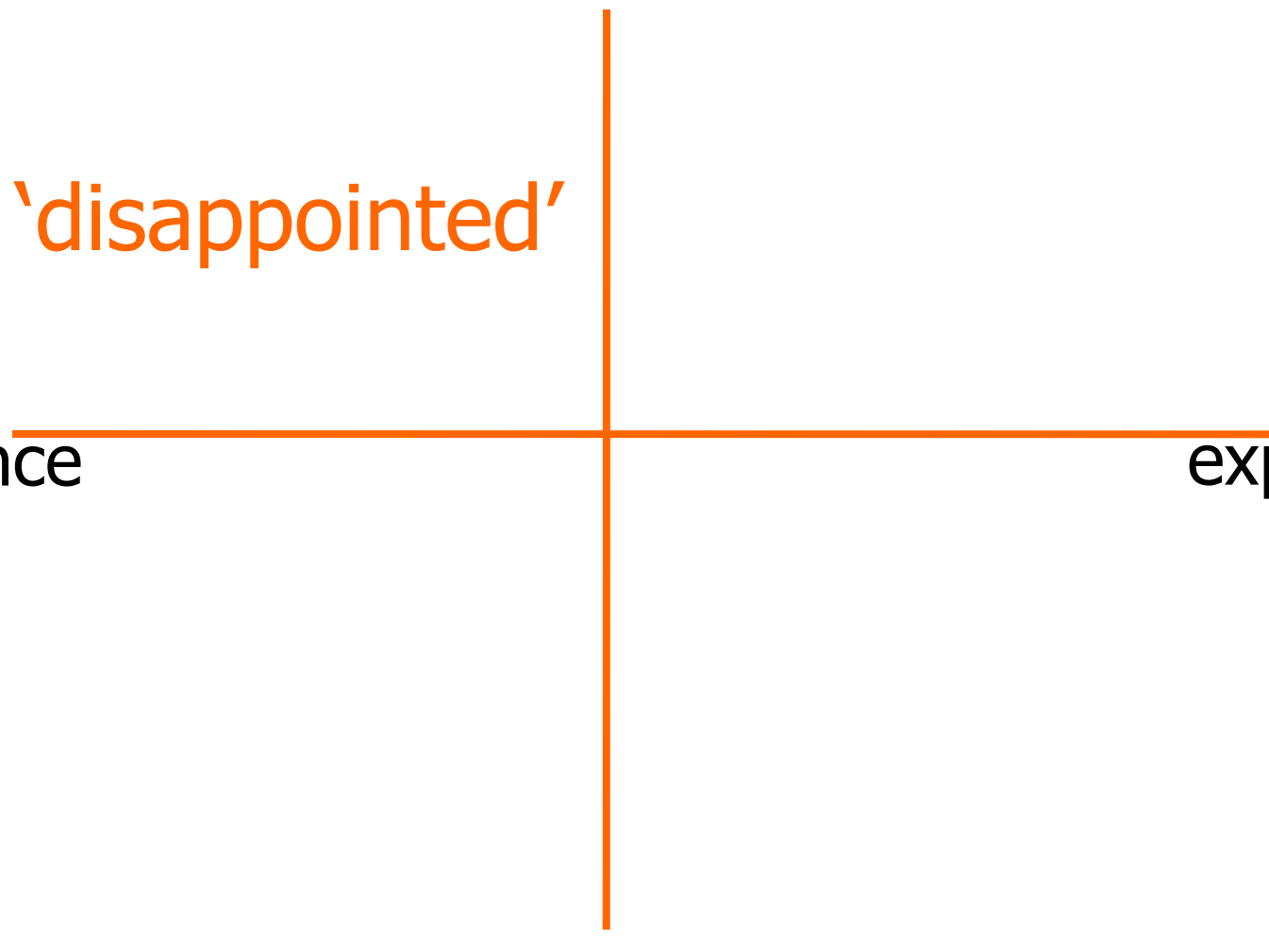
high expectations

'disappointed'

a 'poor'  
experience

a 'great'  
experience

low expectations



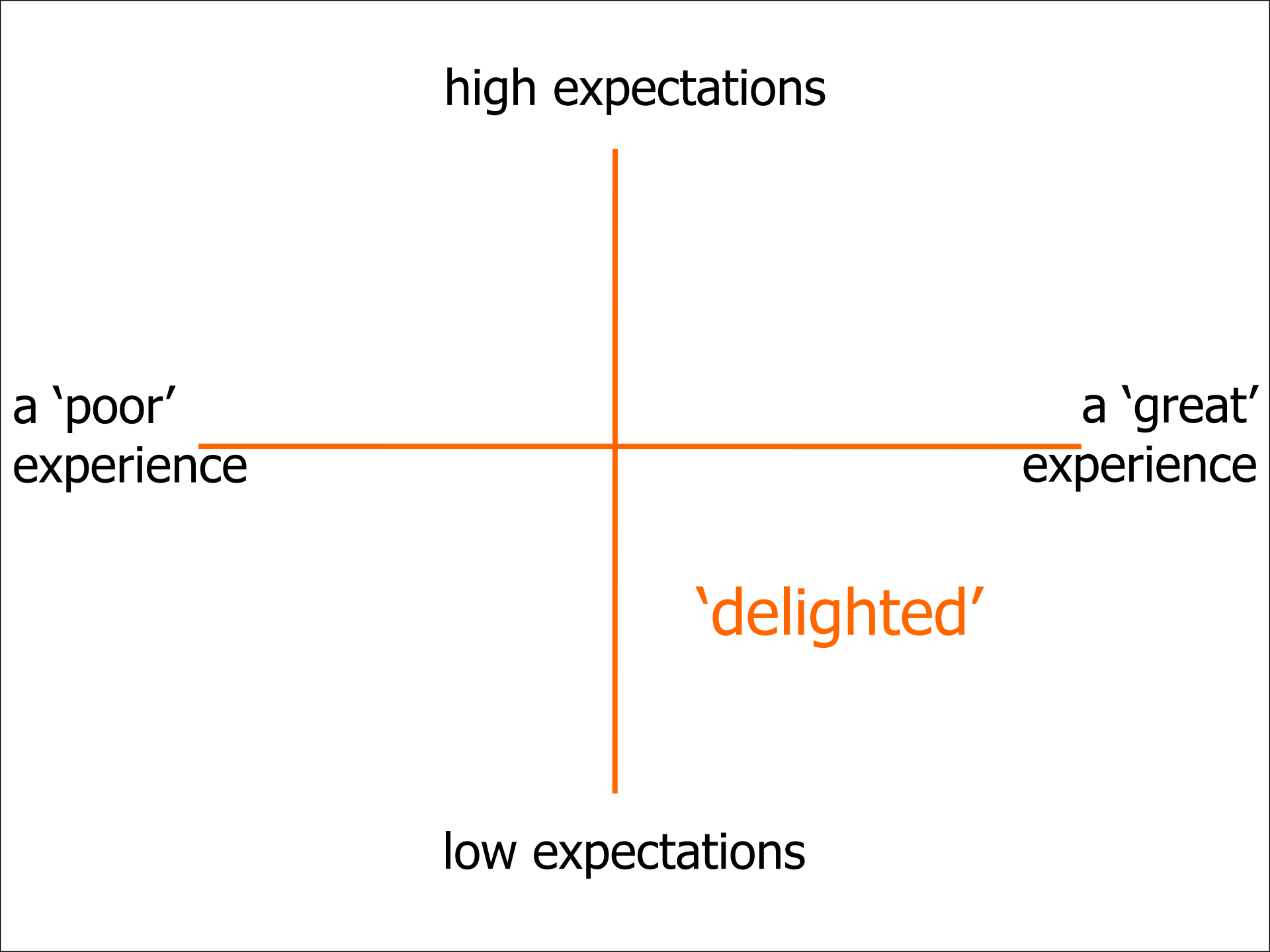
high expectations

a 'poor'  
experience

a 'great'  
experience

'delighted'

low expectations



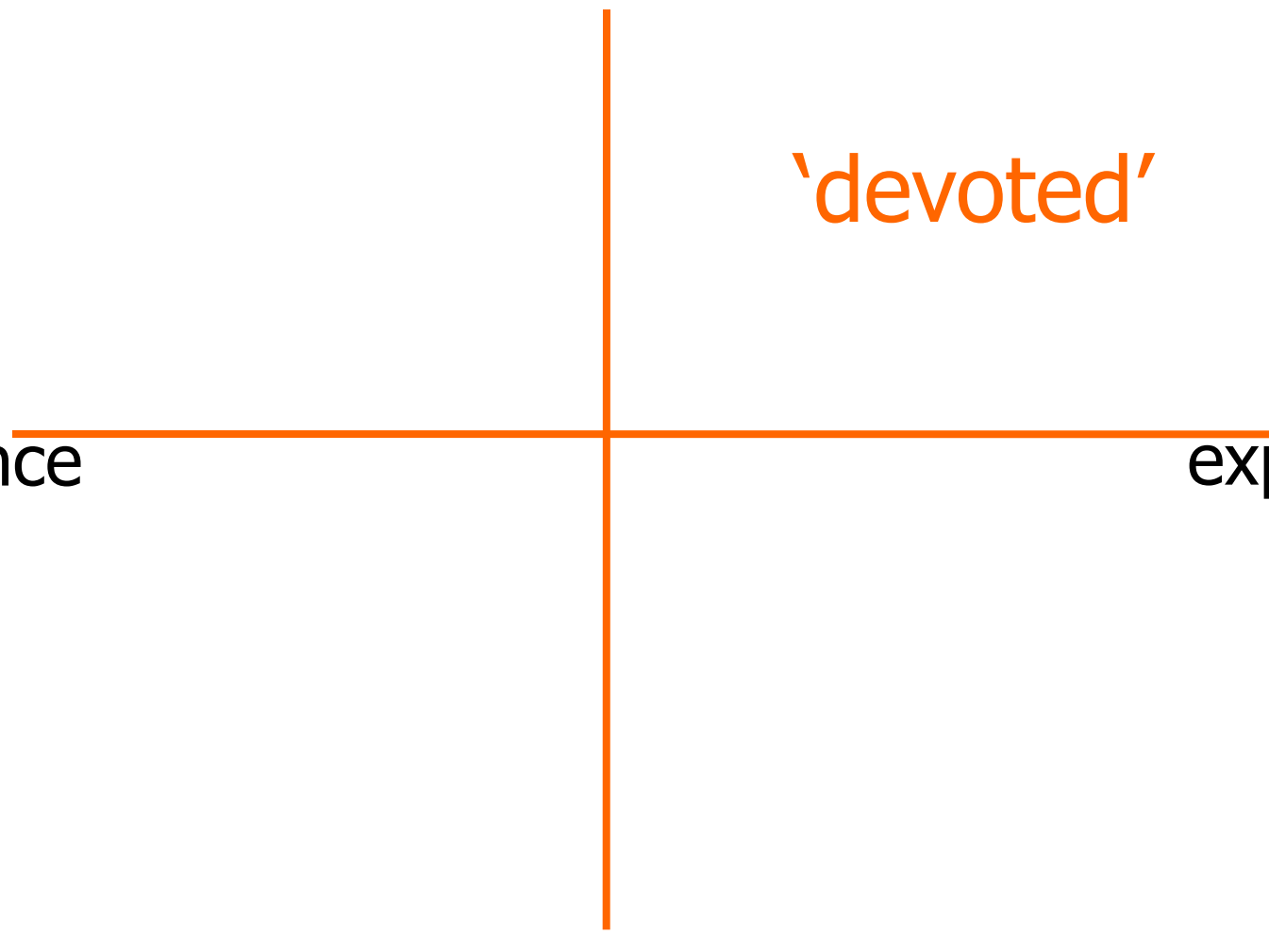
high expectations

'devoted'

a 'poor'  
experience

a 'great'  
experience

low expectations



Customers remember and value great experiences that demonstrate deep understanding and respect for their needs.

When companies learn how to deliver differentiated experiences, they tend to build strong, enduring customer relationships and profitable businesses.

# 7

Steps in managing the  
customer experience



# 1

Accept that your baby  
may be ugly



# 2

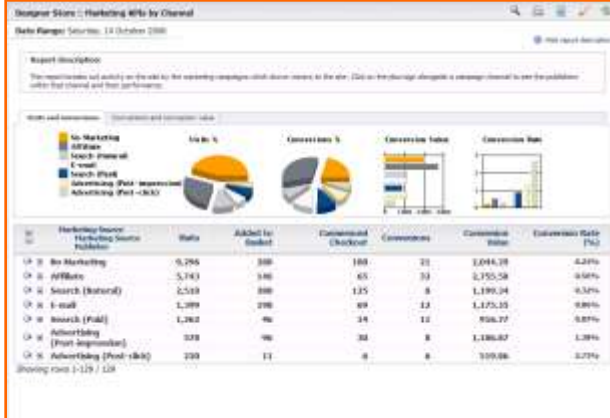
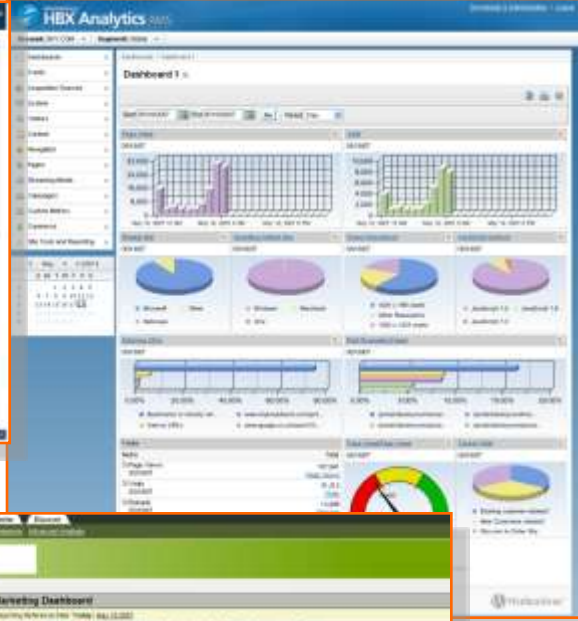
Make customer  
experience your  
differentiator



# 3

Be prepared to  
'watch' and 'listen'

# Web Analytics



# Surveys

**BARCLAYS**

Please answer the following 5 questions to help us improve our online banking service:

On a scale of 1 to 5 where 1 is 'Not at all' and 5 is 'Total', please rate the overall satisfaction with Barclays in the following:

Overall 1 2 3 4 5

On a scale of 1 to 5 where 1 is 'Not at all' and 5 is 'Total', please rate the ease of navigation on the Barclays mobile app.

Overall 1 2 3 4 5

On a scale of 1 to 5 where 1 is 'Not at all' and 5 is 'Total', please rate the ease of navigation on the Barclays website.

Overall 1 2 3 4 5

On a scale of 1 to 5 where 1 is 'Not at all' and 5 is 'Total', please rate the ease of navigation on the Barclays mobile app.

Overall 1 2 3 4 5

On a scale of 1 to 5 where 1 is 'Not at all' and 5 is 'Total', please rate the ease of navigation on the Barclays website.

Overall 1 2 3 4 5

On a scale of 1 to 5 where 1 is 'Not at all' and 5 is 'Total', please rate the ease of navigation on the Barclays mobile app.

Overall 1 2 3 4 5

On a scale of 1 to 5 where 1 is 'Not at all' and 5 is 'Total', please rate the ease of navigation on the Barclays website.

Overall 1 2 3 4 5

## Analysis: Demographics Survey

**Analysis Questions & Options**

Filter: All Account

By Country: All (Select a country...)

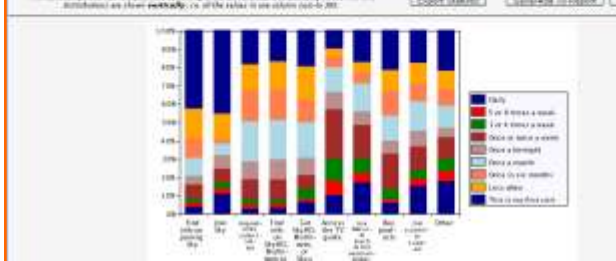
Update Results

**Results**

Convert the top 10 labels on the x-axis of your chart to this.com labels.

View the left side: View after the x-axis and this.com

Product	Label	Percentage	Label	Percentage	Label	Percentage	Label	Percentage	Label	Percentage
1	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%
2	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%
3	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%
4	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%
5	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%
6	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%
7	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%
8	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%
9	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%
10	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%	10.0%	2.0%



**Results - Customer Experience Survey - Cost Exp - CC**

Question	Group	Value	Count	Order	Label		
1. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]							
16. Which tools do you use to deliver customer experience? [Change]							
	Phone survey	Face-to-face survey	Web survey	Focus group	Direct mail survey	Other	Total
Match/Lost	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0
Lost	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0
Done	20% (1)	20% (1)	0% (0)	20% (1)	20% (1)	20% (1)	4
More	11.0% (2)	6.6% (1)	30.0% (6)	11.0% (2)	0% (0)	20% (2)	16
Multi-stage	7.0% (1)	7.0% (1)	30.7% (6)	22.0% (5)	16.0% (2)	16.0% (2)	11
	3	8	8	8	8	8	32

Export PDF

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

**Results - Customer Experience Survey - Cost Exp - CC**

2. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

16. Which tools do you use to deliver customer experience? [Change]

17. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

18. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

19. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

20. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

21. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

22. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

23. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

24. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

25. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

26. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

27. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

28. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

29. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

30. How important do you believe managing the customer experience across your organisation will have to be in comparison to other activities? [Change]

## Customer Generated Media

- **Blogs, message boards and forums**
- **Public discussions (Usenet newsgroups)**
- **Online feedback/opinion/review sites**
- **Buzzlogic, Umbria, Cymfony, Market Sentinel**



## Usability Testing / User Groups



# Eyetracking

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<b>LUXURY</b> Phuket from <b>£775</b> Denpasar, Bali from <b>£839</b> Antigua from <b>£997</b> More Luxury	<b>ADVENTURE &amp; YOUTH</b> Paris from <b>£115</b> Bangkok from <b>£135</b> Alice Springs from <b>£144</b> More Adventure & Youth	<b>TAILOR MADE</b> Our expert consultants can <b>TAILOR MAKE</b> the perfect holiday just for you! Call 0870 499 0040 Book a store

**1-8** (Gaze trail numbers)

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Gaze trail

BRITISH AIRWAYS

United Kingdom | Change country

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Flights and more | Manage My Booking | Information | Executive Club

Types of holiday  
 Holiday home  
 City breaks  
 Beach holidays  
 Honeymoons  
 Hearst  
 Middle East  
 Ski & Snow  
 Cruises & Honeymoons  
 Cruise Collection  
 Special offers

**USA and Canada**

Discover endless possibilities for discovery, adventure, and sophisticated experiences like New York, San Francisco and Vancouver to natural wonderlands and Canyon, Yosemite, and the Rockies.

Start planning  
 Book hotels  
 Hire a car  
 Travel insurance

Why choose British Airways?

Book multi-city

Where we fly

Flexible

My dates are fixed

Class:  what's this?

Address:  what's this?

Infants (0-2)

Get flights

Under 12, travelling without someone 18 or over?

Additional needs

Discover more

Heat map highlights: USA and Canada banner, Start planning, Why choose British Airways?, Flexible, My dates are fixed, Get flights, Discover more.

Heat Map

## Call Centre



I was on your site  
but...



# Sainsbury's

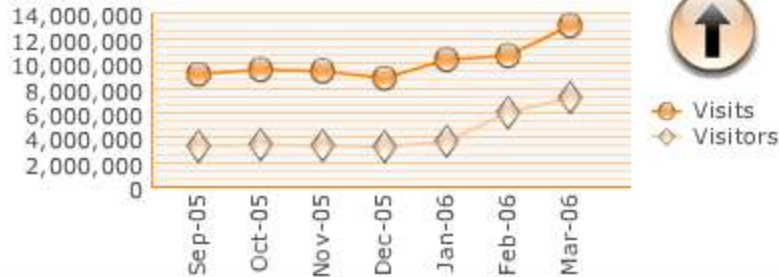


# 4

Ongoing  
measurement is  
critical

# Dashboard August 2006

## Visits/Visitors



## Site Activity

Page impressions **7,212,823**  
 Avg. pages per visit **11.21**  
 Avg. visit duration **7,212,823**

## Commerce

Total order value **£4,829,631.29**  
 No. of orders **14,212**  
 Avg. order value **£128.91**

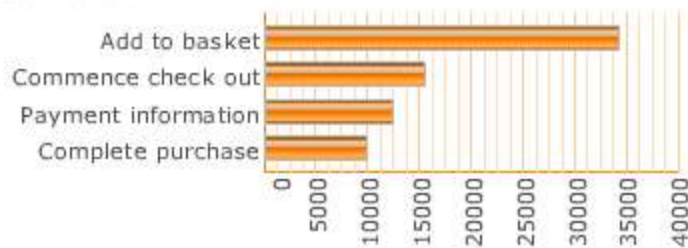
## E-Marketing

Marketing source	Visits	Conversions	Conversion Value	Conversion Rate
Advertising (Post-click)	138	6	529.86	4.35%
Advertising (Post-impression)	745	11	1,173.47	1.47%
Search (Paid)	1,093	13	794.28	1.17%
Email	550	6	364.18	1.09%
Affiliate	4,474	37	2909.09	0.83%
Search (Natural)	2,635	9	1675.5	0.34%

## Site Purpose



## Conversion



## Conversion Trend



## Visitor Satisfaction



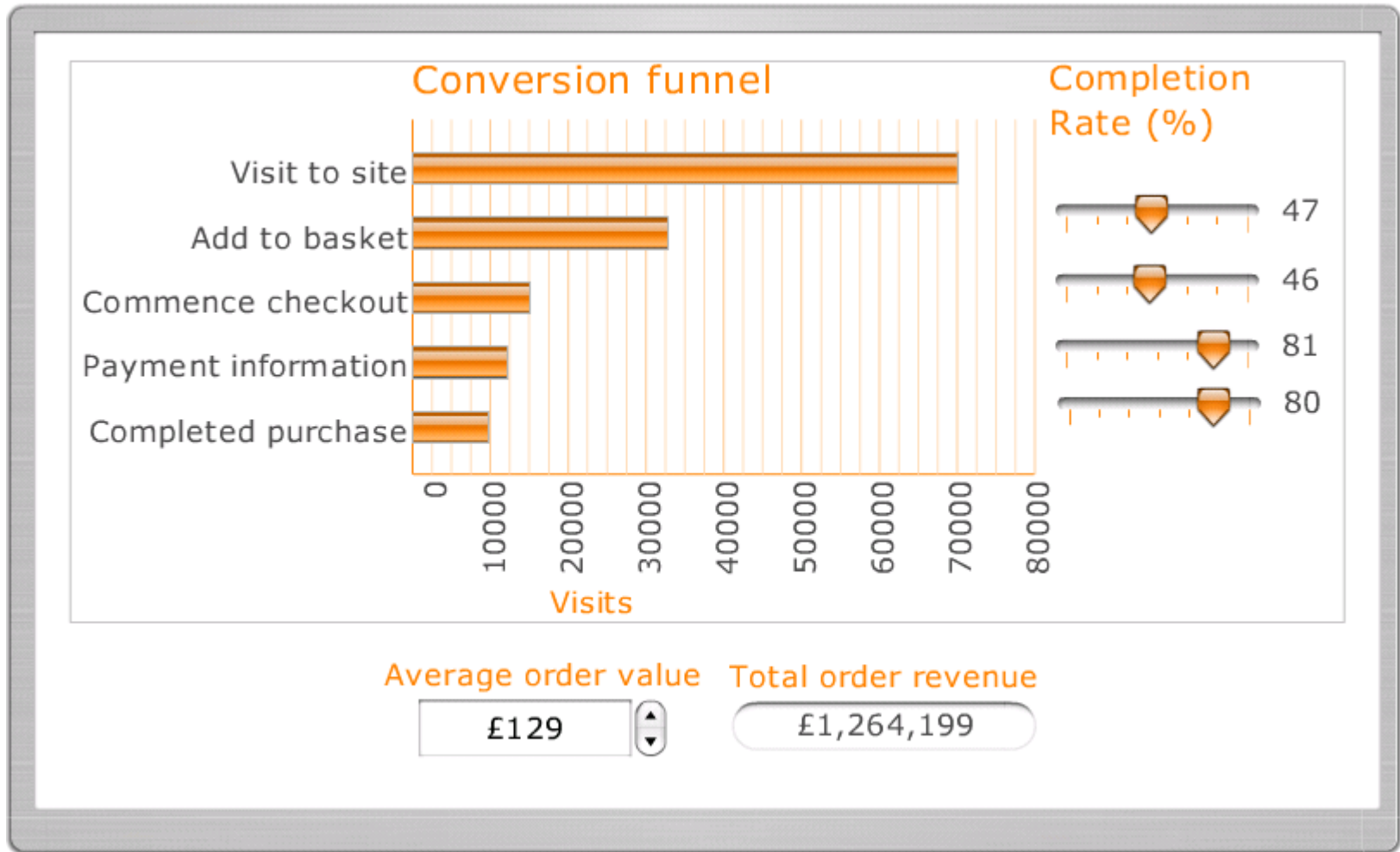
## Technical Performance

Response time **11.32s**  
 Availability **99.98%**  
 Broken links **43**  
 Avg. page size **71.2kb**

## Brand Value



# Making the business case

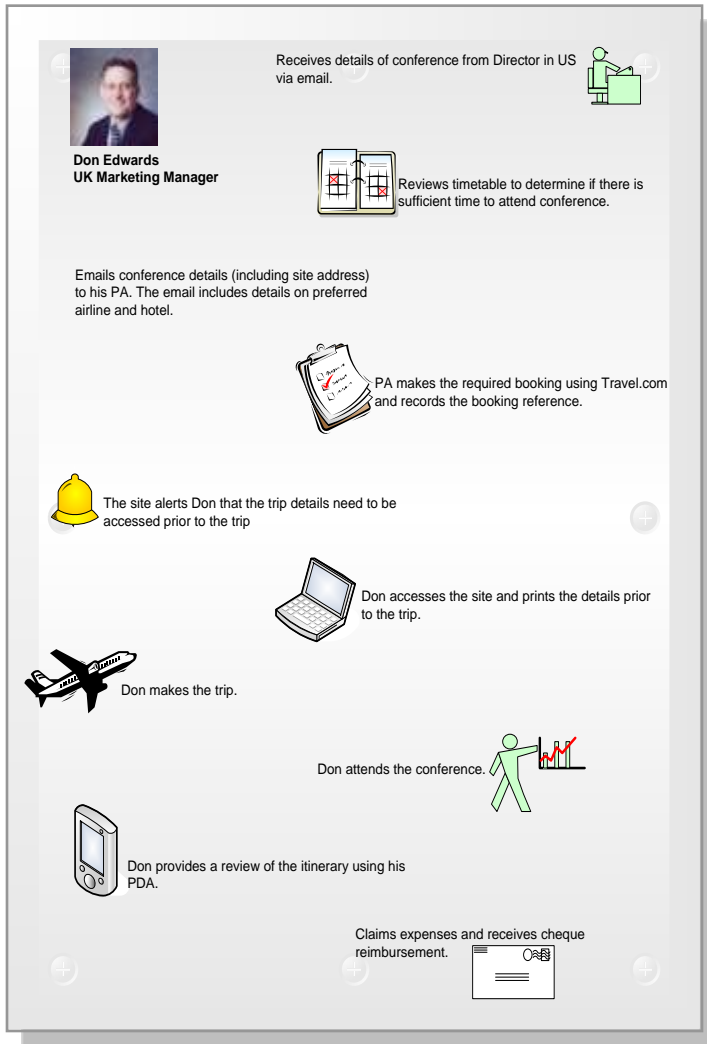





# 5

Introduce a framework  
to manage the  
customer experience

# Example Scenario & Persona



## Lars Knudsen, Business Consultant



**Profile**

- Thinks it might be useful to have a workshop for people to learn a bit more about the Your.AZ website
- Thinks it would be great to know that he doesn't have to save all files to his local drive/e/room to have any chance of finding them again

**Details**

**Role:**

- Lars is seconded to business units as appropriate to help them collect and prepare information for business strategy

**IT Skills:**

- Average: comfortable with Office, email and the Internet

**Attitude:**

- The value of an intranet to me is more about quality of content than method of delivery

**Special needs:**

- Reliable and accurate search functionality
- Quality content representative of the whole business
- Facility to easily markup documents and share them with other team members

**Relationship with Portal**

**Currently:**

- Uses limited search functionality to find information, either downloading or bookmarking the resulting files for future reference
- Troubled by the way business units within AZ do not seem to know what each other are doing, resulting in repetition

**In the future:**

- Would like to see functionality that provides an overview of different parts of the business each week, to raise awareness of the whole company
- Inspire conversations and communications across boundaries

**Tasks**

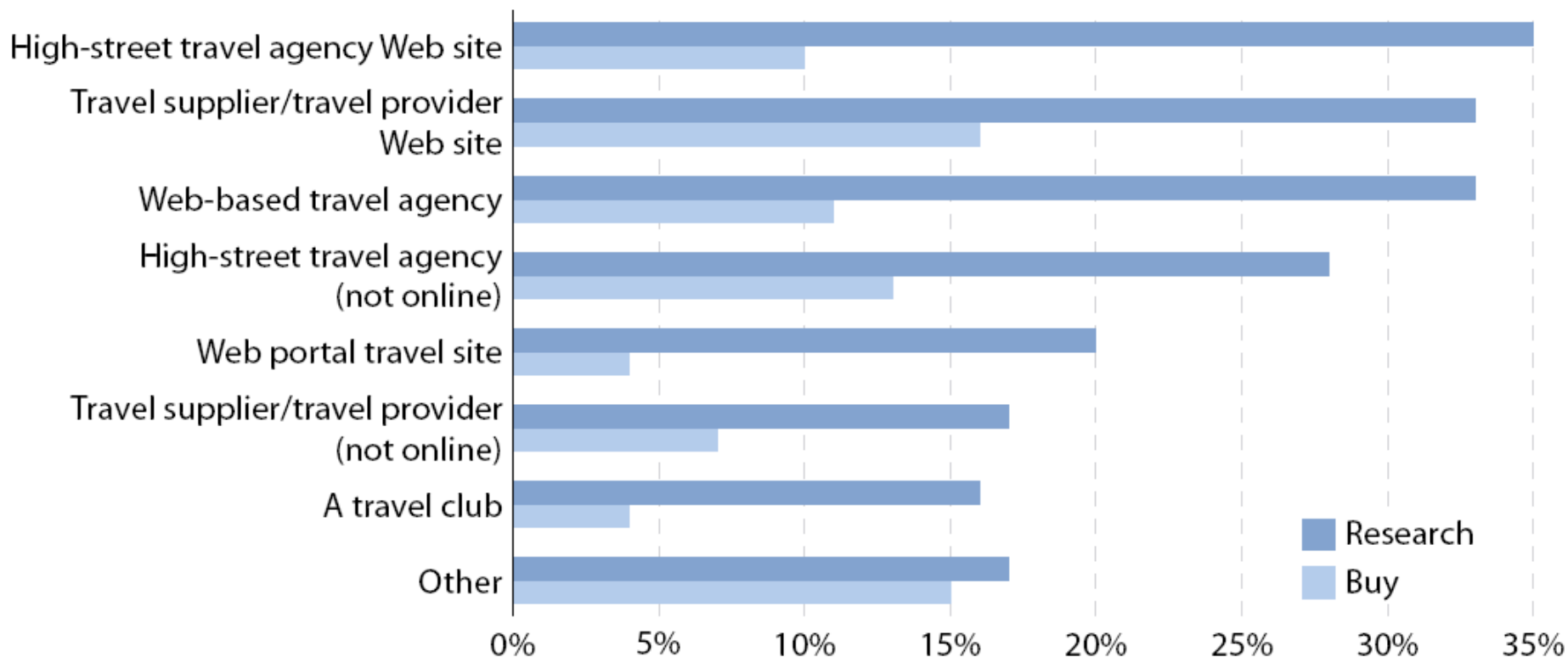
- Perform an information search
- View weekly showcase of a business section

**Challenges - what can the Portal do for him?**

Provide him with the best possible search tool and ensure that related information is clearly structured and maintained to minimise sifting and maximise usefulness.

*"I am always amazed at what is hiding in the deepest darkest depths of our own intranet - in some places I swear you can smell the dust"*

**“Which of the following have you used to research and/or buy leisure travel in the past 12 months?”**



Base: 1,184 European online leisure travelers between 18 and 26 years old  
(multiple responses accepted)

Source: Forrester’s ECTAS Q3 2006 Media, Marketing, and Retail Survey

# Example Wireframe

## Notes

- 1 Price information added so the user is clear what is included in the amount.
- 2 Links have been added to allow the user to navigate to and view all the available cars without having to view all of them at once.
- 3 'Best match' car displayed first (based on user's input). This could potentially have a more expensive hire price than cars below. If more than one car matches, the first slot should show the best value car.
- 4 The car type has been made a link to additional information about that car. The image should also remain a link as it is currently. The car type and image should link to the same information.
- 5 A button to 'Reserve this car' has been added to make it very clear to the user what they need to do to select a car. A button is easier than selecting a radio button and clicking submit at the bottom of the page.
- 6 A button to 'Save a quote' has been added. This is additional functionality that would allow the user to save a quote. If a time limit, such as 24 hours, is enforced this should be made very clear to the user on the 'Save quote' screen.
- 7 The right hand column begins by clearly displaying the pickup/return city, dates and times.
- 8 A dropdown has been added to allow a user to quickly change their preferences without having to go back to the 'Plan Trip' screen.
- 9 The 'Extras' functionality has also been added to the page to allow user's to update their quote based on optional extras without having to go back to the 'Plan Trip' screen.
- 10 The total cost of the extras is clearly displayed.
- 11 The radio buttons for hand controls should be greyed out until the user activates them by selecting the hand controls check box.

Drawing Title: Choose Car (1)

Client: Hertz	Project id: HR20001
Author: Ronan Tighe	Version: 1.0
Date: August 2007	Page: 4 of 9

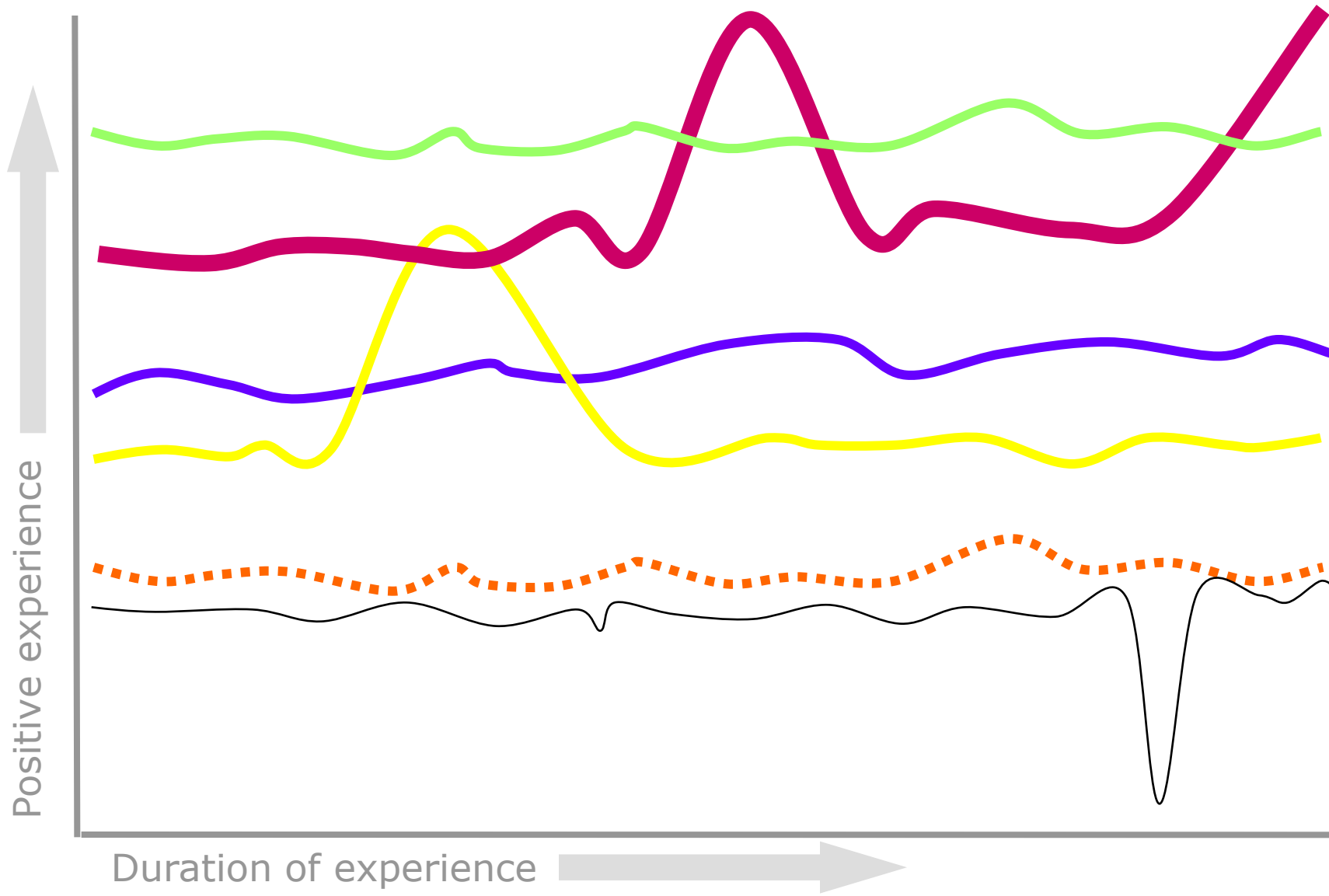
The wireframe shows a Microsoft Browser window displaying a car rental website. The main content area is titled 'CHOOSE CAR' and features a navigation bar with 'PLAN TRIP', 'CHOOSE CAR', 'BOOK', and 'CONFIRM'. Below the navigation, there's a section for 'Results 10 out of 17' with a 'Previous' link and a 'Next' link. The first result is highlighted as the 'Best match for your criteria!' and shows a 'Ford Focus 1.4 or similar' for 45.00 GBP. Each car listing includes a placeholder image, the car model, specifications (Compact, 2-4 door, Manual, No Aircon), and a price. Each listing has a 'Reserve this car' button and a 'Save quote' button. The right sidebar, titled 'Your Requested Itinerary', shows pickup and return details for Rome, City Centre, on Mon, 3rd September, 2007 at 10:00am. It also includes a 'Change your preferences' section with a dropdown for 'No Preference' and an 'Update quote' button. Below that is an 'Extras (optional)' section with a 'Current cost of extras' of 0.00 GBP and a list of options: Child seats (23.00 GBP), Booster Seats (5.00 GBP), Hertz NeverLost In-Car Navigation System (8.00 GBP), and Hand Controls (15.00 GBP) with radio buttons for Left and Right. An 'Update quote' button is at the bottom of the sidebar.



# 6

Create remarkable  
moments

# The Peak-End Rule



[« Back to Delivery Details](#)

[Continue »](#)

Gift Box?

Gift box charge £3.50 per order

Choose your method



**Normal**

Normal



**Blame it on us!**

For full details of the Blame it on us! service [click here](#)



**Anonymous**

For full details of the anonymous service [click here](#)



Items too large for Gift Box will be gift wrapped with Figleaves Wrapping Paper

Create your message

You have  characters left

[Skip Gift Box](#)

OR

[Continue »](#)



7

Act quickly



foviance



# Thank You

[marty.carroll@foviance.com](mailto:marty.carroll@foviance.com)