Customer Expectation Gap

Michael Reene
404.687.2032
mreene@enterpulse.com

The Internet Death Penalty
Customer Expectation Gap

Access

Remember

Listen

Engage
Access | INFORMATION 24x7

- Both economic and non-economic audiences turned to it
- No waiting
- Up-to-date, accurate, vast information
- Powerful tool emerged
  - Comparison shopping made easy
  - Valuable information made you a valuable entity
  - Self-service emerges

Listen | AND BE INTERACTIVE

- First-time capability
- Interactivity made listening easier
- The better you listen, the happier your customer
  - Capture vital information
  - Interactive tools aid problem resolution and decision-making
Engage | IN KIND, IN TIME

- Industrial Age processing unacceptable
- Immediate response via same communication tool
- Touches entire supply chain
- Respond in context of the customer’s individual situation

Remember

- Capture personal information for return visits
- Foster user loyalty
- Don’t make people continuously re-enter the same information
- Entering information in once and remembering it is a huge advantage
Closing the Gap | IT'S NOT GOING AWAY

- IF, you can
  - Create a solid audience experience
  - Use 4 capabilities as a best practice guide
  - Have the business to back it up
- THEN, you will
  - Build solid relationships with your chosen audiences
  - Create user loyalty

Corporate Response | OVER FIVE YEARS

- They’ll run you out of business
- Board and stockholder pressure for e-business strategy
- Corporate Web site population of pages
The Build-out of Multiple Sites

The Audience’s Frustration
It Got Worse

There’s Just No End in Site

- The problem only grows from here
- The larger the company gets, the worse it is
- No consistency, no accuracy, no authority
- Multiple disparate sites
- No one can find anything and duplication results
- Loss of control

- Nobody’s happy
Maintenance Costs Skyrocket

- 1998 (25k Pages): $17,000
- 1999 (33k Pages): $10,000
- 2000 (100k Pages): $33,000

Static Coding @ $312/page

Why is this so hard?

- It’s enormously complex
- It crosses multiple divisions
- And it violates the traditional large organization structure
Leaders Are Closing the Gap

- It’s not impossible

Apply the Technology | THINK INSIDE-OUT

- Regain corporate control
  - Consistency
  - Accuracy
  - Authority
  - Security
- Stop maverick Web site building
- Plan a solid infrastructure
- Support 4 pre-defined capabilities via technology
Connect with Your Audience | THINK OUTSIDE-IN

- A single Web presence, not multiple
- Information relevant to audience
- No duplication
- Current, valuable, accurate content
- Listen and respond accordingly
- Behave intuitively

Connect with Each Audience | ONE ACCESS POINT

- Define audience groups
- Research needs
- Create different levels of security
- Centralize access to info held in legacy systems
- Accommodate disparate sites (HR/employee intranet, client/customer extranet, newly merged company sites)
- Maintain a consistent brand image and corporate identity
Extend Business Processes Online

- Move business processes online so they’re easier, more efficient
- Mirror real-life, but better
- Build Internet loyalty
- Create smart partnerships – go a step beyond

And the Best News Is...

- These efforts are cost justified
In Summary