Online Customer Experience Research in Mainland China

Agenda

1. Background Information
2. WHY This Research
3. Research Finding and Insights

About WAA

The WAA (Web Analytics Association, United States) unites and fosters the interests of industry practitioners, vendors, consultants and educators, who use, sell, install, implement, consult, teach or train in the field of web analytics. For more about WAA, please click: http://www.webanalyticsassociation.org

About GCCRM

GCCRM international partners is formed by 14 world renown CRM gurus from America, Europe, Asia Pacific & Greater China.
**About The Research**

- Jointly organized by WAA and GCCRM
- Nov 20 ~ Dec 1, 2006
- 13 eCommerce / 13 Non-eCommerce websites
- 2,013 (1,386 / 627) valid responses

**13 eCommerce Websites**

1. Taobao
2. eBay
3. Joyo
4. Ctrip
5. Dangdang
6. Bertelsmann Online
7. 51tuanguo
8. SmartClub
9. Paipai
10. Chinaticket
11. Chinapub
12. Soit
13. 6688

**WHY This Research**

- Map the emotional feeling of customer from an experience-centric perspective in natural time sequence
- Identify effective memories during the entire online customer experience
- Measure, manage and enhance the online customer experience by quantifiable metrics

**Peak-End Rule**

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Peak-End Rule

- Nobel Prize-winning psychologist Daniel Kahneman:
  - Pleasure quality of our past experiences is almost determined by two things:
    1. The experiences felt when they were at their peak (best or worst)
    2. And how they felt when they ended
  - Proportion of pleasure to displeasure during experience or how long the experience lasted have almost no influence on our memory
  - Memory influences return or not, determined by Peak & End,
  - People preference: discrepancy between logic and memory
  - We don’t always know what we want

Effective Memories

CEM Sub-Processes – eCommerce

S1. Loading speed  S12. Product quality
S2. Visual design  S13. Online enquiry
S3. Site navigation S14. Purchasing history
S4. Effective links S15. Customized web page
S5. Search functionality S16. Customized promotion info
S6. Product category S17. Payment option
S7. Product display S18. Freight costs calculation
S8. Product info  S19. Delivery option
S9. Product review S20. Order confirmation
S11. Product price S22. Complaint system

Ranking of “Hate Mostly” Websites
IP Quadrant (IPQ) – eBay

‘Love’ & ‘Hate’ Drivers – eCommerce

Effective Pleasure and Pain Peaks

Measure, Manage and Enhance
Optimize Resources Allocation

Download The Report: GCCRM.com

Chinese Version

English Version