



Online Customer Experience Research in Mainland China



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Agenda

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



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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>



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About GCCRM



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



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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



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13 eCommerce Websites



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



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WHY This Research

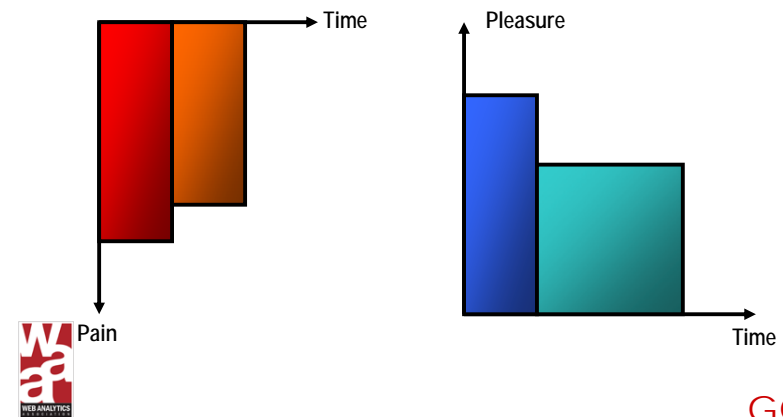


- Map the emotional feeling of customer from an experience-centric perspective in natural time sequence
- Identify effective memories during the entire online customer experience
- Measure, manage and enhance the online customer experience by quantifiable metrics



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Peak-End Rule



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Peak-End Rule

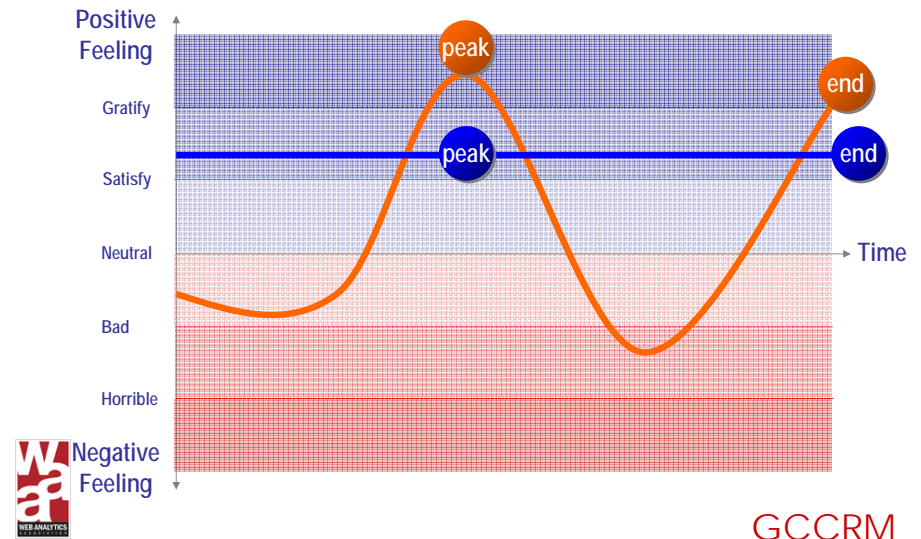


- Nobel Prize-winning psychologist Daniel Kahneman:
 - Pleasure quality of our past experiences is almost determined by two things:
 1. The experiences felt when they were at their peak (best or worst)
 2. And how they felt when they ended
 - Proportion of pleasure to displeasure during experience or 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



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Effective Memories



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CEM Sub-Processes – eCommerce

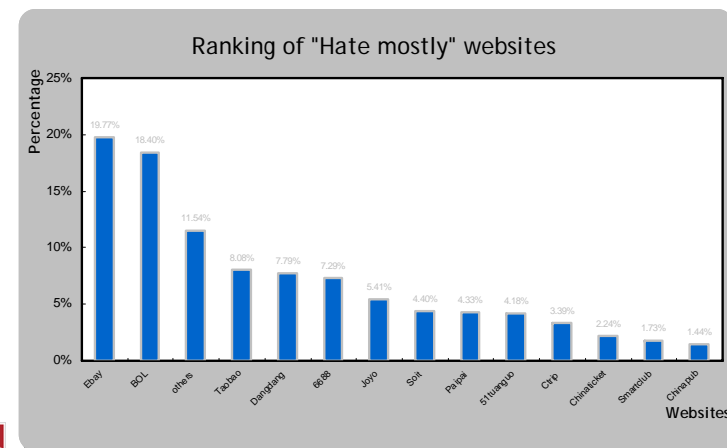


- | | |
|--------------------------|--------------------------------|
| S1. Loading speed | S12. Product quality |
| S2. Visual design | S13. Online enquiry |
| S3. Site navigation | S14. Purchasing history |
| S4. Effective links | S15. Customized web page |
| S5. Search functionality | S16. Customized 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 |
| S10. Product variety | S21. Goods return policy |
| S11. Product price | S22. Complaint system |



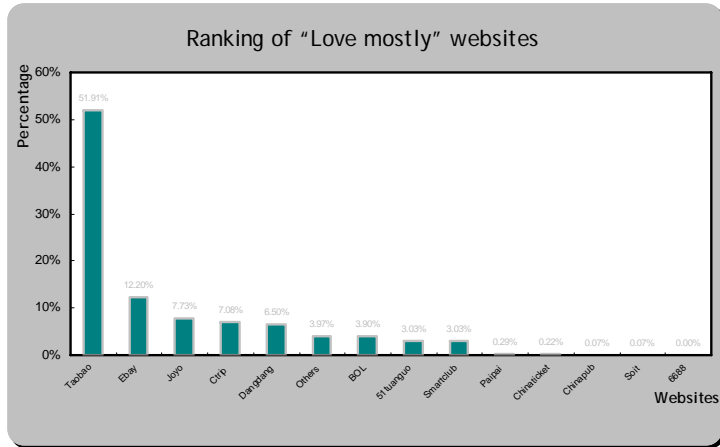
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Ranking of "Hate Mostly" Websites



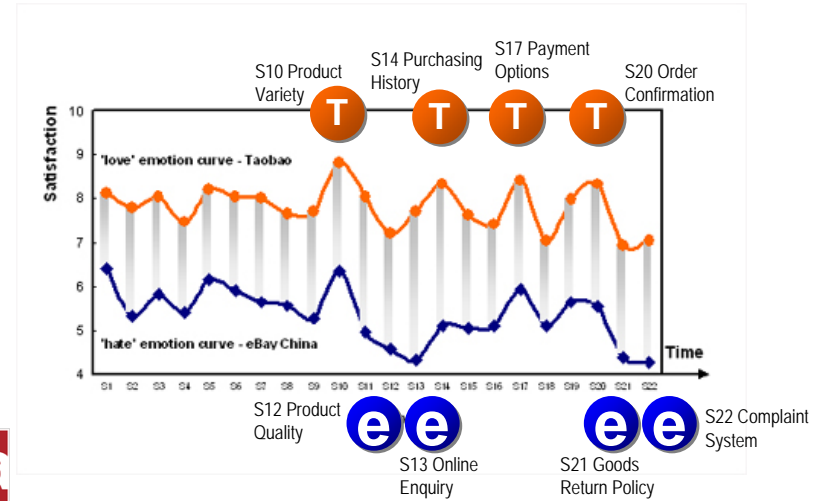
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Ranking of "Love Mostly" Websites



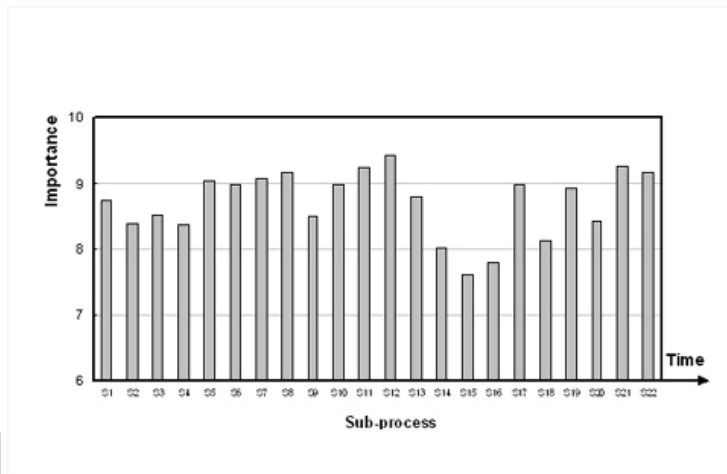
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Emotion Curves of Taobao and eBay



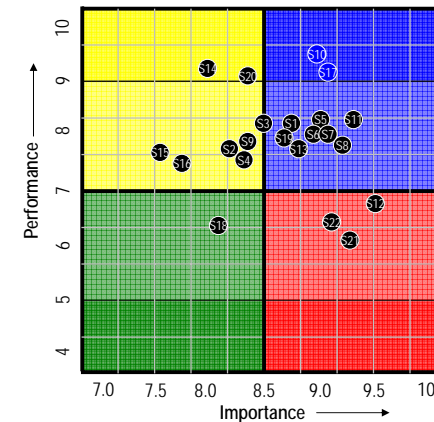
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Weighted Importance – Sub-process



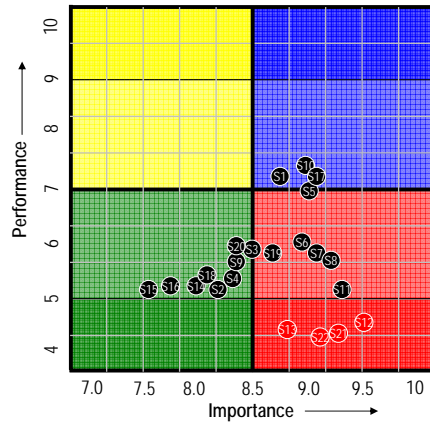
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IP Quadrant (IPQ) – Taobao



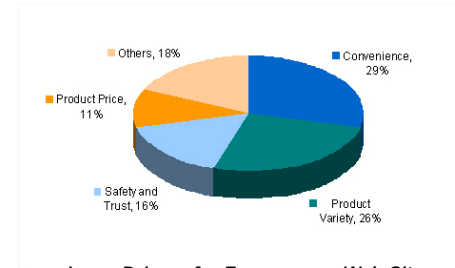
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IP Quadrant (IPQ) – eBay

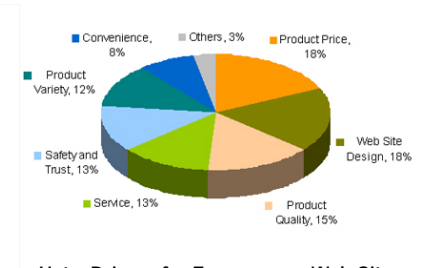


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'Love' & 'Hate' Drivers – eCommerce



'Love' Drivers for E-commerce Web Sites

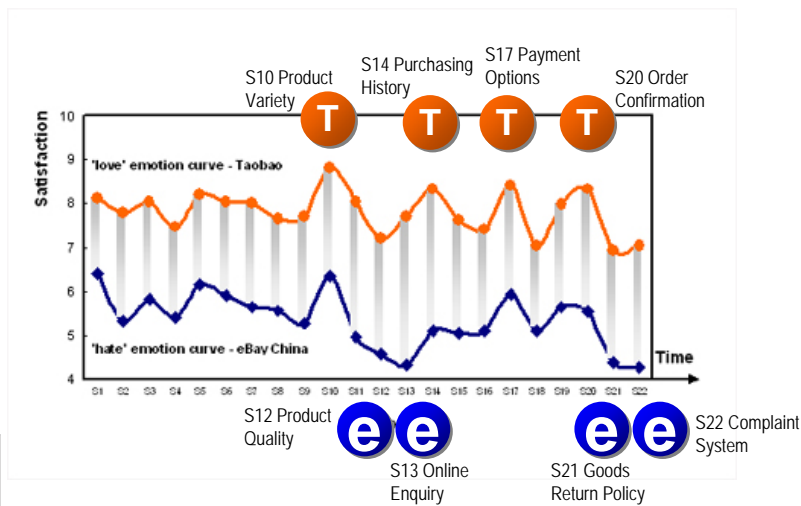


'Hate' Drivers for E-commerce Web Sites



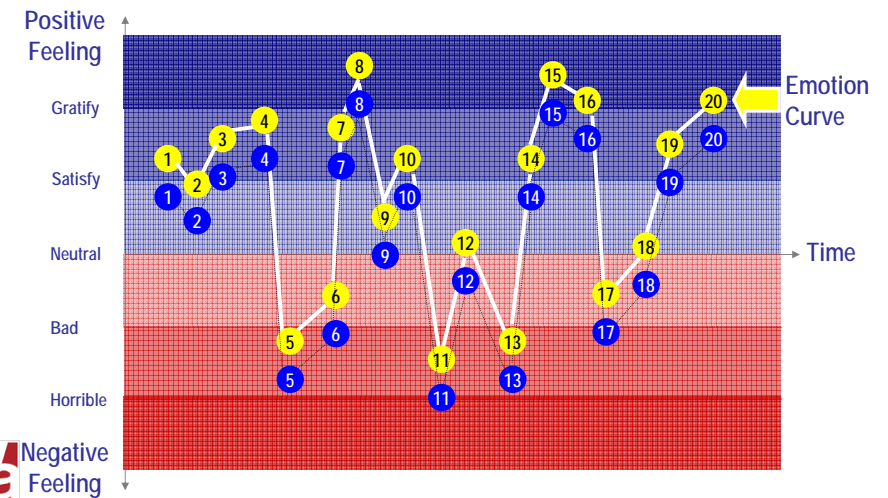
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Effective Pleasure and Pain Peaks



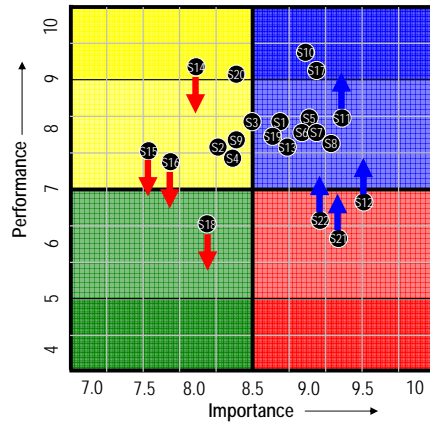
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Measure, Manage and Enhance



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Optimize Resources Allocation



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Download The Report: GCCRM.com



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项目组织者: WAA
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淘宝 Vs. 易趣中国
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“最喜欢”情感曲线——淘宝
“最不喜欢”情感曲线——易趣中国

在线客户体验研究报告——中国大陆

由美国在线调查协会WAA和GCCRM共同组织。分为在线销售和非在线销售网站两部分。研究基于2013份有效问卷。本报告主要内容为用户最喜欢和最不喜欢的关键因素、用户的当前期望与实际体验。

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Chinese Version



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Research Organizers: WAA
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Taobao Vs. eBay China
“Love Mostly” Vs. “Hate Mostly” eCommerce Website

“Love” emotion curve - Taobao
“Hate” emotion curve - eBay China

Online Customer Experience Research Report

Jointly conducted by Web Analytics Association (US) & GCCRM on 13 eCommerce websites & 19 Non-eCommerce websites with 2013 valid responses. It focuses on derive the current expectations & experiences, and find out the most critical elements for love and hate.

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