



OUR TOP TEN ESSENTIALS

FOR A GREAT ONLINE CUSTOMER EXPERIENCE

Our top ten essentials

Our top ten essentials to help you deliver a better online customer experience

- 1. Know your customers.** Understand their requirements through user profiling, research and behavioural analysis.
- 2. Know your market.** Look beyond your jurisdictions to what is happening elsewhere, particularly America.
- 3. Know your objectives** and put in place methods to report on your progress. Your site needs to serve, sell and inform and it's necessary to report on all three elements effectively.

- 4. Ensure your site is accessible;**

meet the guidelines laid down by the world Wide Web Consortium (W3C) to a minimum AA level.

- 5. Provide a customer journey;**

write good copy that provides the right balance of persuasion and information and ensure that your 'Call to Actions' are clear.

- 6. Provide readable URLs** to help

customers remember specific page locations.

- 7. Involve customer-facing staff**

in enhancing and updating website copy to improve customer service and reduce queries.

- 8. Integrate your brand values**

consistently throughout your online activities to engender trust and encourage customers to become brand advocates.

- 9. Delight your customers**

by going beyond the expected.

- 10. Keep it simple**

customers like it that way.

This is what we do...



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