



Web Experience Design Utilizing Customer Portal

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Agenda

- Target Audience
- Best Practices at RightNow
- Six Core Web Experience Best Practices
- Conclusions
- Additional Resources
- Q&A

Target Audience

- ♦ All roles who have responsibility or influence over the service component of their organization's Web Experience:
 - › Customer Service/Experience Directors & Senior Management
 - › Call Center Managers and Supervisors
 - › Content Owners and Managers
 - › Usability Leads / Consultants

Best Practices at RightNow

- What is a Best Practice?
- How did RightNow identify our core web best practices?
- What kind of business impacts will I see from following these practices?
- Who else is following these practice?



Six Core Web Experience Best Practices

Our core Best Practices

- ♦ We'll be focusing on six important best practices today:
 1. Make it easy to find
 2. Make it easy to use
 3. Provide clear and readable content
 4. Optimize the performance of your site
 5. Ensure it is accessible to people on the move
 6. Ensure it is accessible to people with disabilities

#1 – Make it easy to find

- If customers cannot locate a self-service area, then functionally it doesn't exist!
- **Best Practice:** RightNow KB Answers should show up when your customers do a Google/Bing web search.

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', green 'g', and red 'le'.The Bing logo is displayed in a blue, lowercase, sans-serif font with a small orange dot above the 'i' and a trademark symbol (TM) to the right.

#1 – Make it easy to find

- **Benefit:** When RightNow Answers are indexed in Google/Bing, this greatly increases the findability of your content.
- 65% of searches through a search engine start from Google[1].

[1]<http://content.usatoday.com/communities/technologylive/post/2010/05/googles-market-share-slips-as-bing-rivalry-heats-up-/1>

#1 – Make it easy to find

Web Images Videos Maps News Shopping Gmail more ▾ Web History | Search settings | Sign in

Google

About 105,000 results (0.25 seconds) Advanced search

Everything

Videos

More

Show search tools

Belkin : Support : Protecting your network with WPA/WPA2 security

Protecting your network with **WPA/WPA2 security**. **Setup** steps: 1. Connect the computer to one of the four LAN ports on the **router**. Image 2. ...

en-us-support.belkin.com/app/answers/detail/a_id/33 - Cached - Similar

[N+ Wireless Router](#)

For added **security**, you can **set up** a list of MAC addresses (unique ...

en-us-support.belkin.com/app/answers/detail/a_id/125

[Belkin : Support : What is WPA security?](#)

Troubleshooting, **Setting up** Wireless Network, **Setting up** Wireless **Security**,

en-us-support.belkin.com/app/answers/detail/a_id/34

[More results from en-us-support.belkin.com »](#)

[Setting up wireless security](#)

Setting up wireless **security**. Solution. All **Belkin** products support the most ... Click on the following link for instructions on enabling **WPA security**: Enabling **WPA** ... Encryption in the **Router** is now set. Each of your computers on your ...

www.belkin.com/support/.../Setting_up_wireless_security.asp - Cached

F6D4230-4 Belkin N150 Enhanced Wireless Router

Connecting the N150 Enhanced Wireless **Router** to your cable or ADSL modem lets ...

Security: Wi-Fi Protected **Setup**, 256-bit WEP (64-128bit), **WPA**-PSK (TKIP), ...

www.belkin.com/wcatproductpage.process?product_id=492429 - Cached

[+ Show more results from www.belkin.com](#)

Videos for how do I set up wpa security on my belkin ...

how to set up security on a Belkin Router

3 min - Feb 10, 2010

Uploaded by jdawgg1995

www.youtube.com

Setting WPA Security Key

1 min - Jun 28, 2009

Uploaded by techdotnet

www.youtube.com

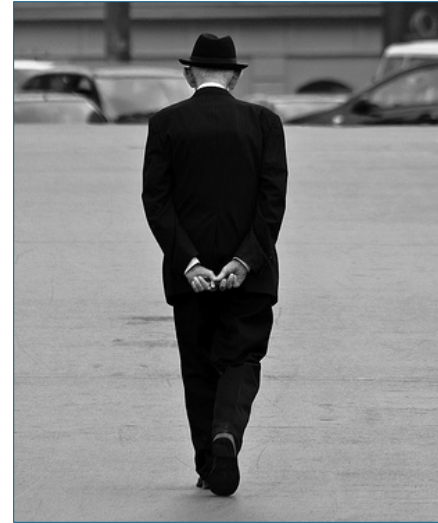
#2 – Make it easy to use

- Companies with the highest self-service success rates are ones that make consumers feel self-confident, assured, and empowered.
- **Best Practice:** Use the Support/Service Home page as a landing point for important customer service tasks.
 - › Recognition vs. Recall
 - › Don't force them to search for content – let them know what content you have

#2 – Make it easy to use

- **Benefit:** The better task-specific usability your site has, the better self-service success rates you will achieve.
- **Tip:** *Answers often follow an 80/20 rule - meaning 80% visitors are after 20% of your web content.*

#3 – Optimize the performance of your site



- Long load times for individual web page have been shown to decrease visitor satisfaction[2] and increase abandonment[3].

[2] <http://en.oreilly.com/velocity2009/public/schedule/detail/8523>

[3] <http://www.techshare.com/reduce-bounce-rate>

#3 – Optimize the performance of your site

- **Best Practice:** Make sure your CP pages have responsive web performance.

- **Benefit:** Every customer that abandons your website costs you money.
 - › Missed opportunity for cross-sell or up-sell.
 - › A self-service experience that gets escalated to an assisted-service experience.

#4 – Provide clear and readable content

- Web users are notorious for quickly scanning and flipping between pages, trying to quickly locate the “information scent” of the knowledge they are after.
- **Best Practice:** RightNow Answer content is written at or below an 8th grade (age 12-13) reading level and is written in Plain Language.

#4 – Provide clear and readable content



- **Benefit:** If content is written using technical, company or legal jargon, customers won't be as likely to self-serve; they'll use an assisted channel instead.
 - › Lower grade reading levels make it easier for your content to be understandable for a global audience.

#5 – Ensure it is accessible to people with disabilities

- Good accessibility will ensure that your site is able to be used easily by the widest possible number of people.
- **Best Practice:** Strive to make your site Accessible to people with disabilities (meet the technical standards of Section 508 and WCAG).

#5 – Ensure it is accessible to people with disabilities

- **Benefit:** 15%-20% of the world's population considers themselves disabled[4].
 - › In addition to helping these people self-serve, several organizations (Target, Rite Aide, etc) have been sued for bad web accessibility.



[4] Employers Forum on Disability - Disabled People Worldwide, <http://www.realising-potential.org/stakeholder-factbox/disabled-people-worldwide/>

#6 – Ensure it is accessible to people on the move

- ◊ Gartner predicts that by 2013 mobile web traffic will exceed the volume of traditional desktop browser traffic!
- ◊ **Best Practice:** Offer a mobile web experience to your customers.
- ◊ Consider two dimensions that influence the quality of the experience delivered:
 - › Optimize for a selection of screen sizes
 - › Design with the touch interaction in mind

#6 – Ensure it is accessible to people on the move

- **Benefit:** Anyone who uses an iPhone, Droid, or newer Blackberry will have a touch-friendly experience designed specifically for their device. This improves their self-service success rates.





Conclusions

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- There isn't always a single right way to follow a best practice – you'll have to adapt these practices to your own business and customer goals.
- These practices are not a substitute for first hand research with your customers!
- Always remember to think about problems from your customers' perspective.



Additional Resources

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- Web Experience Tune-Up

- > <http://community.rightnow.com/customer/support/tuneup.php>

- User Experience Best Practices for WSS

- > <http://community.rightnow.com/customer/library/technical-papers.php>

- Expert Seminars

- > <http://communities.rightnow.com/resources/d0e6b57544/summary>



Question & Answer