



Look Sharp, Look Deep

Finding Niche

How to Obtain a Cost-effective Operational Model for Support/ Self-service Websites?

By CCMedia

Don't scratch the surface, scratch deep



Professional Partner for Your Website Success



Blindfolded? / In the dark? / Lost?

Try WebNibbler



Professional Partner for Your Website Success

What is Support/ Self-Service Model

Is your online service working?

Help you probe into the insidious problem

Effectively lower the operational cost of call center

Summary

What is Support / Self-Service Model

Besides online shopping and content-based websites, there is another form of operation based on customer service in terms of Internet business models. Tagged as Support/ Self-Service Model, it is usually attached to websites of consumer product or software companies. These websites offer customer services as those in physical shops including installation manual, demo instruction, download updates, maintenance information, FAQ and the like. They provide cost-effective first line services twenty-four seven. If these services still can't meet customers' needs, they can appeal to the call center for second line help. According to a survey on e-marketing, the average cost of a phone call to customer center is around 33 dollars. However, if it goes through a Support/Self-Service website, it only costs 1.17 dollars for each inquiry on average. Isn't it thrilling to know the fact?

The goal to operate a service-based website is to provide comprehensive service information twenty-four seven. It enables customers to promptly look for the information they need at a time without calling the customer center. The traffic conversion from traditional call center to online center helps corporations save up a handsome sum of operational costs. Website as Motorola.com, Microsoft.com and Dell.com all provide comprehensive product manual and FAQ online. However, if online information is not sufficient to meet clients' needs, they might turn to physical call center again. This way, the goal to cut down on operational costs cannot be reached.

WebNibbler, the powerful software featuring web behavioral analytics, aims at service-based operation. It provides website operators with traffic analytics reports to help precisely grasp the current operational effectiveness. The key word analysis helps marketing specialists optimize web content layout. WebNibbler also helps overview navigation and optimize website structure and page design. This way, one can shorten the time wasted on searching and the traffic for customer call center.

Is Your Online Service Working?

A corporate customer service website mainly provides consumers with a virtual platform to meet their needs. Once consumers have any problems

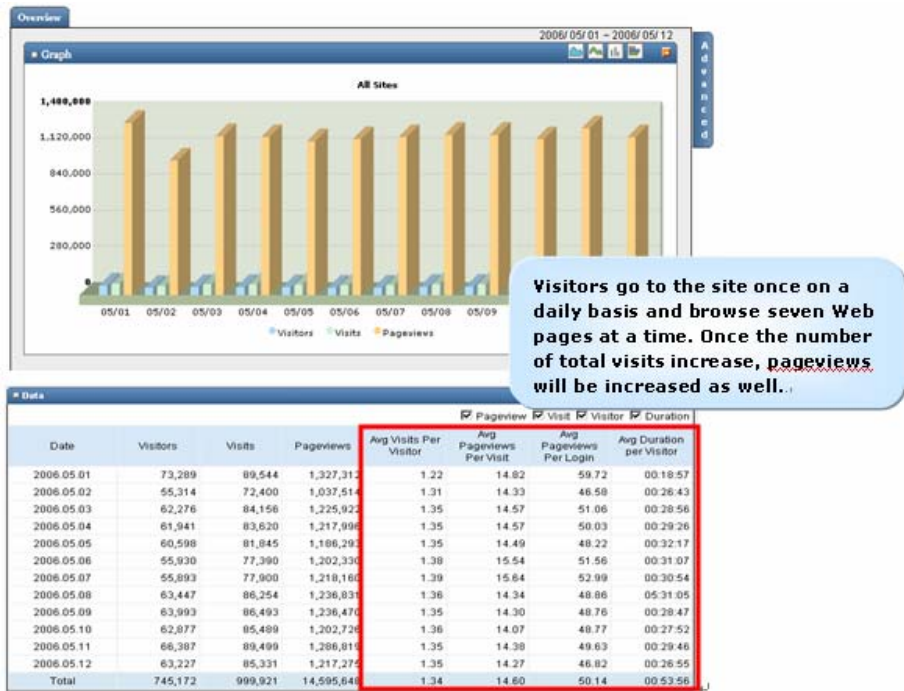


Professional Partner for Your Website Success

**What is Support/ Self-Service Model
Is your online service working?**

- Help you probe into the insidious problem
- Effectively lower the operational cost of call center
- Summary

after buying your products, customer service website is able to offer them opportune assistance and help. Therefore, the key to successful website operation is to have a user-friendly interface and a powerful problem-solving mechanism. The indices to gauge customer service websites are similar to those of online shopping websites. Even so, their operational goals are quite different. To online shopping websites, operators expect to increase the number of visits and visitors so that pageviews and duration will be increased as well. This way, it is likely that visitors will be more willing to place orders online. However, the operational goals for operators of customer service websites are totally diametrical. They expect consumers are able to look for what they need within a short time and with the least pageviews. Once they are satisfied in this way, consumers do not need to contact the call center nor look for online assistance in a short time.



Statistical Overview

It provides you with daily reports on visitors, visits, pageviews and the like. You can realize the frequencies customers ask for online help and the navigation process. From the graph above you can tell visitors visit your website once and average pageviews are 7. If your website has few pages, you might need to make some adjustments for better access for customers.

What is Support/ Self-Service Model

Is your online service working?

Help you probe into the insidious problem

Effectively lower the operational cost of call center

Summary

Besides the evaluation on pageviews, visitor duration is another important index. WebNibbler provides you with the analysis on stickiness so that you can grasp visitors' navigation status. Take the following graph for example, visitors spend most of their time on the Q&A page, and then the white paper page. From the analysis you can tell customers may have a lot of questions for products; it suggests the quality of your products need improvements. In fact, it is also possible that information of Q&A is not sufficient to satisfy customers so that they spend more time looking for what they need on the Q&A page. With the clarification, you can spot the problem and solve it in order to increase website validity.



Rank	Page Name	Path	Pageviews	Visits	Visitors	Visit Duration
1	Q & A	http://www.ccmedia.com.tw/jewel/content_list.asp	275,448	33,029	29,249	2167:35:40
2	Promotional Content	http://www.ccmedia.com.tw/promotion/wmindex.asp	205,282	39,584	34,205	1506:36:56
3	Accessories Section	http://www.ccmedia.com.tw/...				
4		http://www.ccmedia.com.b...				
5		http://www.ccmedia.com.b...				
6	fdfafdsa	http://www.ccmedia.com.b...				
7	Quoted Price	http://www.ccmedia.com.b...				
8		http://www.ccmedia.com.b...				
9		http://www.ccmedia.com.b...				
10	Shop Information	http://www.ccmedia.com.b...				

Visitors spend most time in the Q&A section while visiting your Support/Self-service website. It suggests that they spend more time searching for what they want in the Q&A section..

Webpage validity/stickiness
 WebNibbler provides web administrators with analyses on webpage validity and stickiness so that they can realize what types of pages attract visitors the most. This way, administrators are able to adjust or improve pages with lower stickiness.

The objective to operate Support/Self-service websites is to provide customers with service free from constraints of time and location. When customers have questions about products, they can simply resort to it for the best solution. Since those who aren't satisfied with online service will still go into second line assistance. Web administrators need to give heed to two key indices; that is, visits and visits for online help. You can estimate how to solve the problem with these two indices. For example, you establish an e-support website for your clients and you find average daily visits are 200 times and visits for online help are 80 times. This way, you can calculate the unanswered rate from online service is $(80/200)*100\% = 40\%$. You can roughly tell your online service can at



Professional Partner for Your Website Success

What is Support/ Self-Service Model

Is your online service working?

Help you probe into the insidious problem

Effectively lower the operational cost of call center

Summary

least satisfy 60 percent of your customers.

The construction of online customer service is anything but to provide a convenient platform for instant problem-solving solutions. To maintain the flowing of platform structure is important as well. The conversion analysis provided by WebNibbler helps website operators overview the flow of the interactive platform. In the following graph, you can find a lot of visitors quit completing the registration process; this might be the reason for the high unanswered rate. This way, operators need to probe into the cause of the phenomena, say, if it is because of excessive workload for registration, unstable connection and what not.

Conversion Analysis

The conversion analysis of WebNibbler helps Web administrators overview specific completion rate of navigation process. This way, you can find out certain problematic navigation process and hence you can improve it and enhance the conversion rate.

The purpose of setting up Support/ Self-Service websites is to provide customers with product-related service back-up through the properties of the Internet in terms of its accessibility at all time. After gathering relevant information for you, WebNibbler can help you overview the operational effectiveness of your website,

What is Support/ Self-Service Model

Is your online service working?

Help you probe into the insidious problem

Effectively lower the operational cost of call center

Summary

Help You Probe into the Insidious Problem

Besides the overview of operational effectiveness, a Support/Self-service website is able to reflect the consistency and stability of your products and service. While customers look for solutions online, you can figure what the frequently asked questions are or why the problems consistently happen to your products. This way, you can continually enhance the stability of your service and products.

How do you overview customers' problems via the website? WebNibbler features its versatile functions providing customers with diagnosis analysis. You can refer to the statistical data and enhance your product stability. These types of websites usually compile these frequently asked questions in the form of an interactive platform for other consumers encountering similar problems. The content validity analysis provided by WebNibbler shows you those frequently asked questions for your references as priority to do. In the following graph, you can tell these frequently asked questions are related to user manuals and products. In this case, you can conclude that most consumers do not know how to use your manuals or products. Product developers are supposed to add more materials or support information. Once your customers receive comprehensive instructions, their satisfaction level to your products would be enhanced as well.





Professional Partner for Your Website Success

What is Support/ Self-Service Model

Is your online service working?

Help you probe into the insidious problem

Effectively lower the operational cost of

call center

Summary

TasteCode: Campaign - PID		All		
Rank	PID	Pageviews	visits	Visitors
1	1600 - Free Whitening Mas	70,524	54,726	52,515
2	1979	63,862	48,318	46,003
3	2055	53,941	42,476	41,106
4	2101	46,298	36,741	35,599
5	2103	34,289	26,983	25,640
6	2404 - New LV Products (Handbag)	33,005	26,960	26,355
7	1456	30,731	23,289	22,292
8	2403	30,536	24,502	23,653
9	1455	29,913	22,563	21,307
10	1981	27,679	22,525	21,752

Content validity analysis

The content analysis provided by WebNibbler helps Web administrators overview the browsing status and the content visited. The graph above is the analysis on Q&A platform. The data collected are great reference for your product or service improvements.

In addition to Q&A platform or other interactive channels, Web administrators are able to realize how customers use products from the data collected from key word search. Data from frequently searched key words could be great reference for administrators to probe into problematic situations.

排行	總計		Feb 07, 2006		Feb 08, 2006	
	key	訪客	key	訪客	key	訪客
	1	nibbler	313	nibbler	37	webnibbler
2	webnibbler	311	Web server log	25	nibbler	40
3	ccmedia	174	產品試用	25	web	29
4	web	148	web	22	成功案例分享	25
5	產品試用	138	支援的作業系統	20	webnibbler 下載	20
6	流量	121	成功案例分享	20	支援的作業系統	17
7	支援的作業系統	113	流量	15	產品試用	17
8	web server	113	website	14	Web server log	16
9	成功案例分享	108	web analytics	14	流量	16
10	On Trial	103	webnibbler 下載	13	web analytics	15

Analysis on Internal Search Engine

The analysis on internal search engine provided by WebNibbler helps you realize what the frequently searched key words are. You can refer to the data collected and improve your product quality.

Besides being the problem-solving platform, a Support/Self-service website also helps website operators obtain relevant information from



Professional Partner for Your Website Success

What is Support/ Self-Service Model
Is your online service working?
Help you probe into the insidious
problem
**Effectively lower the operational
cost of call center**
Summary

customers. These analyses from WebNibbler assist you in maintaining the stability of your products.

Effectively Lower the Operational Cost of Call Center

After selling products or service, most corporations will establish customer call center to maintain the long-term relationship with their customers. While the huge cost of establishing call center could be a burden. Therefore, more and more corporations start to integrate the physical and virtual customer service systems or even convert to total virtual center in order to cut down on operational costs effectively.

Therefore, to weigh on the effectiveness of virtual platform is one of the important things to manage Support/Self-service websites. By means of data collection and analysis from WebNibbler piggybacking cost effectiveness concept, website operators are able to obtain relevant statistical outputs. Say, a company invests NT\$ 20,000 in the establishment of its online customer service system and it generates 500 times of visits in a given period of time; it is apparent that the cost for every single visit is NT\$ 40. While in the 500 visits, 100 visits are going into further assistance. This way, you can tell 400 visits are valid and you can tell the cost of every valid visit is NT\$ 50. You can compare the costs spent on virtual service center and that of the physical one. If you find the cost spent in virtual service center is much less than that in the physical one, it suggests that you put in more resources to better your virtual systems support and vice versa.

Before transforming your entire physical customer service to the Internet, you need to evaluate the operational effectiveness first. By the online analytics together with the actual investment can you realize your entire operational effectiveness. Say, a company invests NT\$ 20,000 in its Support/Self-service website, and it generates 500 visits in a given period of time; you can tell the average cost on every single visit is NT\$40. 400 valid visits result in actual average cost of a single valid visit is NT50. This way, the discrepancy can be a great reference for Web operators to take necessary actions to shorten it. For example, they may rearrange the Web content layout or add more information for customers. By doing so, you can really provide customers with satisfactory solutions.



Professional Partner for Your Website Success

What is Support/ Self-Service Model
Is your online service working?
Help you probe into the insidious
problem
Effectively lower the operational cost of
call center
Summary

Once Web operators comprehend the costs and profits of their websites, they can estimate their target margins and effective cost control and further devise operational strategies such as orientating the business in the management of physical or virtual call centers. It is possible that an ineffective Support/Self-Service website causes extra wastes on your resources and costs. Therefore, to obtain a sustainable business operation lies in being on good terms with customers and also providing them the satisfactory services afterwards.

Summary

In terms of long-term CRM, providing customers with comprehensive service in a timely manner is one of the important approaches. Some corporations aim at providing customers with real-time service via the Support/Self-service website; therefore, their online customer service is the first line to be in touch with consumers. The powerful WebNibbler analytics reports provide you with traffic analysis, key word search and analysis on optimized Web content layout; these are all conducive to your website operation, understanding of customer segmentations and solutions to FAQ. The lesser the traffic of call center is, the more operational costs on customer service could be saved. This way, you can reach the goal of total operational effectiveness enhancement.



Professional Partner for Your Website Success

CCMedia Technology Company

Tel : 886-2-26552828

Fax : 886-2-26551919

Address : Nangang Software Park, 12F, No.19-2, Sanchung Rd, Nangang District, Taipei
115, Taiwan.

Website : www.ccmedia.com.tw , www.webnibbler.com

E-mail : webnibbler_sales@ccmedia.com.tw