

Glen Eira City Council Presents

# DIGITAL PATHWAYS FOR BUSINESS



Made possible by the Metropolitan Partnership  
Development Fund.



# Delight part one: The action phase

Seminar eight





OVERVIEW

1. Taking a closer look at the delight stage

2. Delight stage techniques

3. Examples of the delight stage in action

## I. TAKING A CLOSER LOOK AT THE DELIGHT STAGE



Delight refers to your customer's experience with your brand after they have taken action. The goal is to provide a positive, impactful experience to your customer so that they become loyal brand ambassadors.





## At the delight stage of the cycle, you'll need to...

- COMMUNICATE
- Ensure a smooth user experience both on and offline (UX/UE)
- Reinforce your customer's decision to choose your brand
- Provide strong customer service

## 2. DELIGHT STAGE TECHNIQUES

### **Additional delight inducing techniques for ecommerce:**

- Generous return policies
- Free shipping/express shipping at no additional cost with a specialist courier (i.e. DHL)
- Diverse payment options (lay by, Afterpay, Klarna, Zip pay)
- Live chat customer service (with a human not a bot)
- Bonus gifts, samples, whitepapers, eBooks
- Aesthetically pleasing packaging

### 3. EXAMPLES OF THE DELIGHT STAGE IN ACTION

Book now button

Booking form

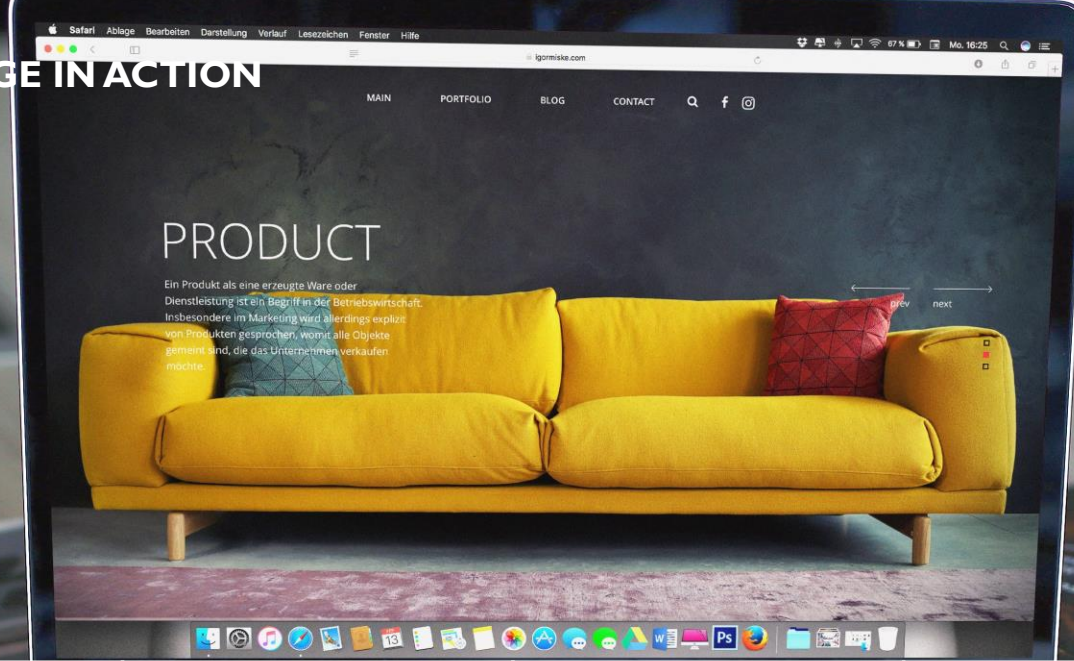
Thankyou page

Confirmation email

Reminder text



### 3. EXAMPLES OF THE DELIGHT STAGE IN ACTION



Checkout button

Shipping and  
billing details

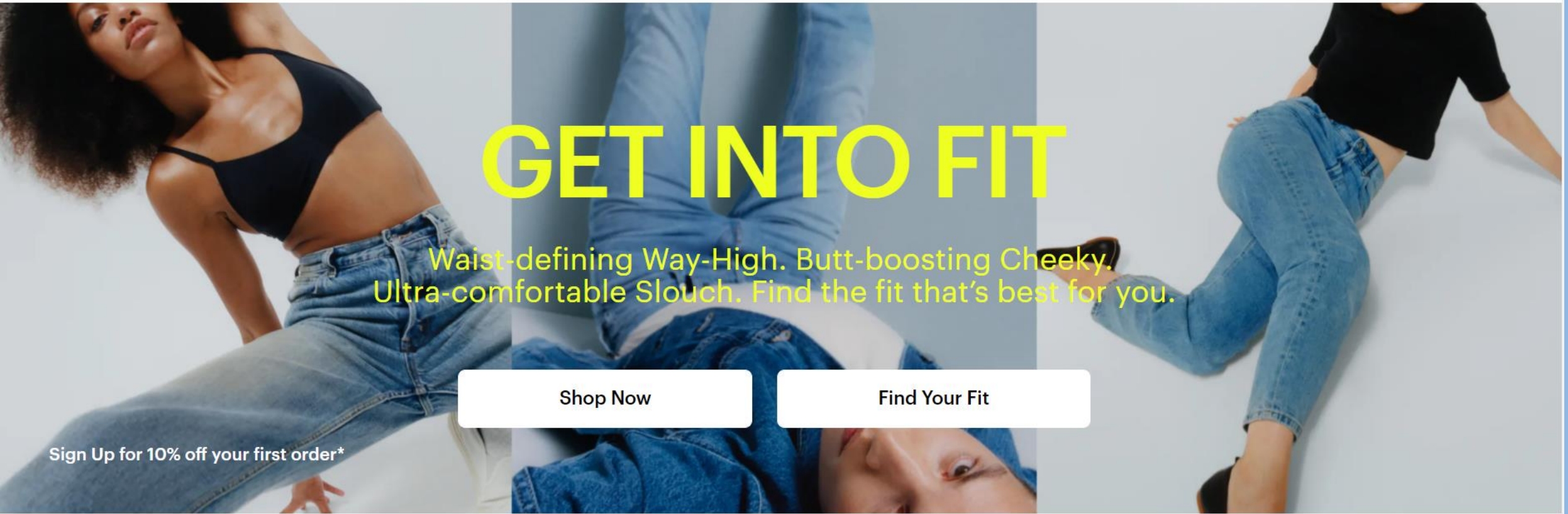
Payment  
options

Thankyou  
screen

Order  
confirmation

Shipping  
notification

### 3. EXAMPLES OF THE DELIGHT STAGE IN ACTION



# GET INTO FIT

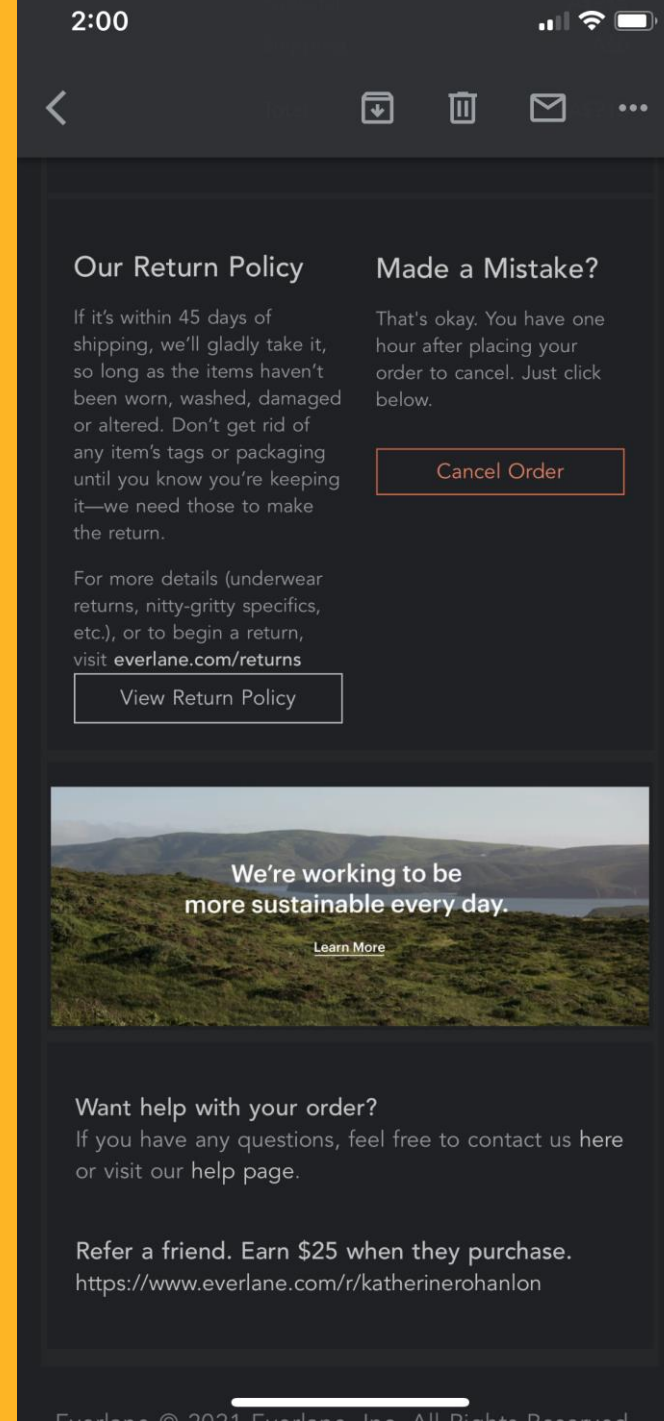
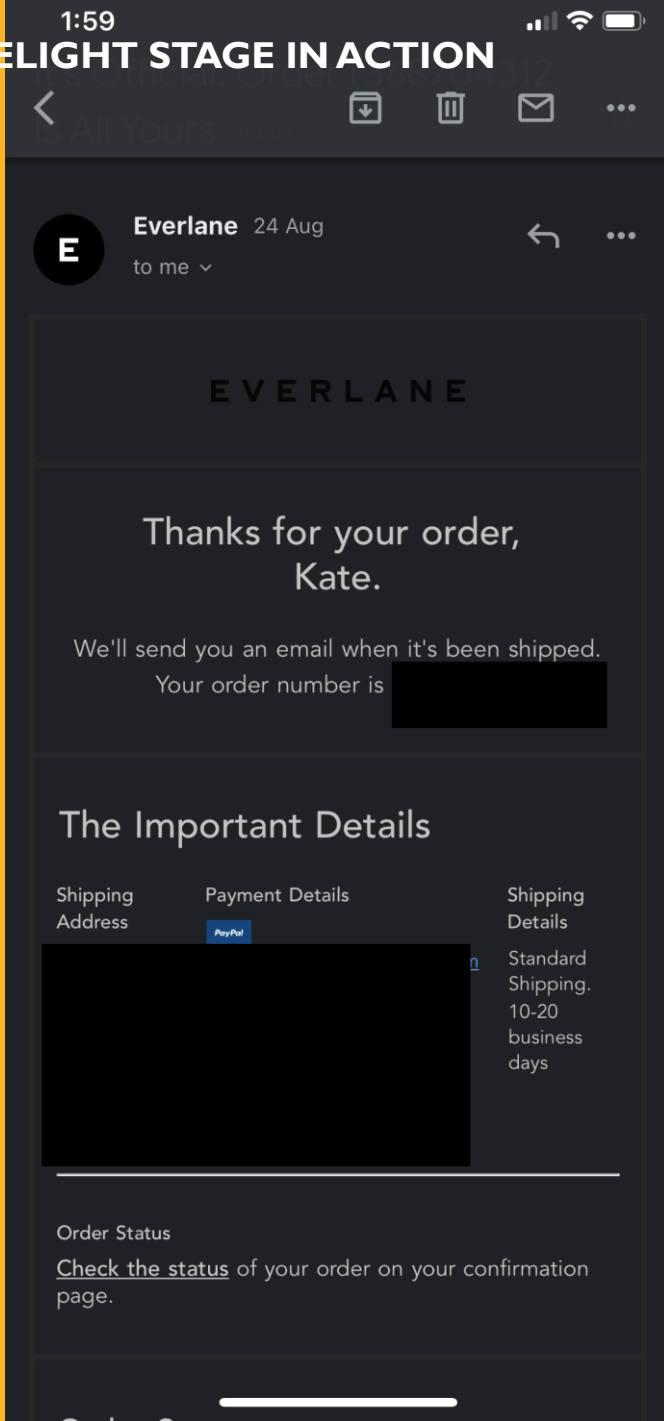
Waist-defining Way-High. Butt-boosting Cheeky.  
Ultra-comfortable Slouch. Find the fit that's best for you.

Shop Now

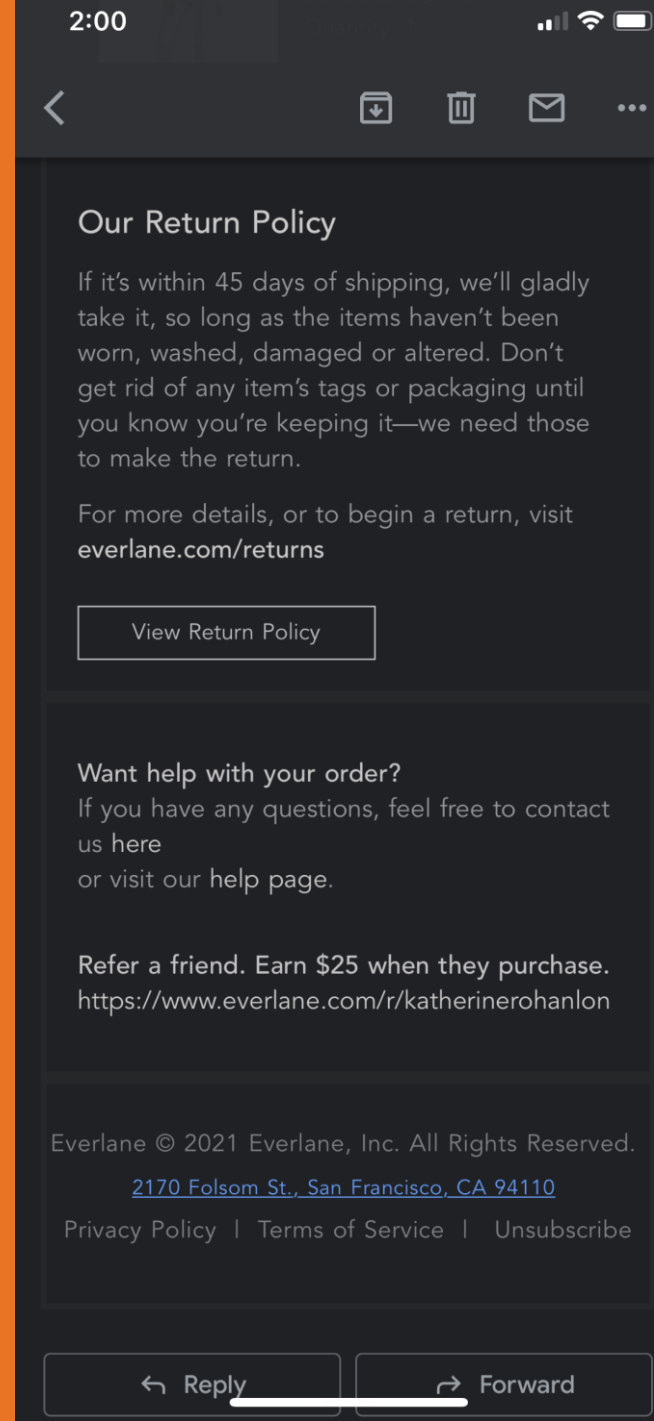
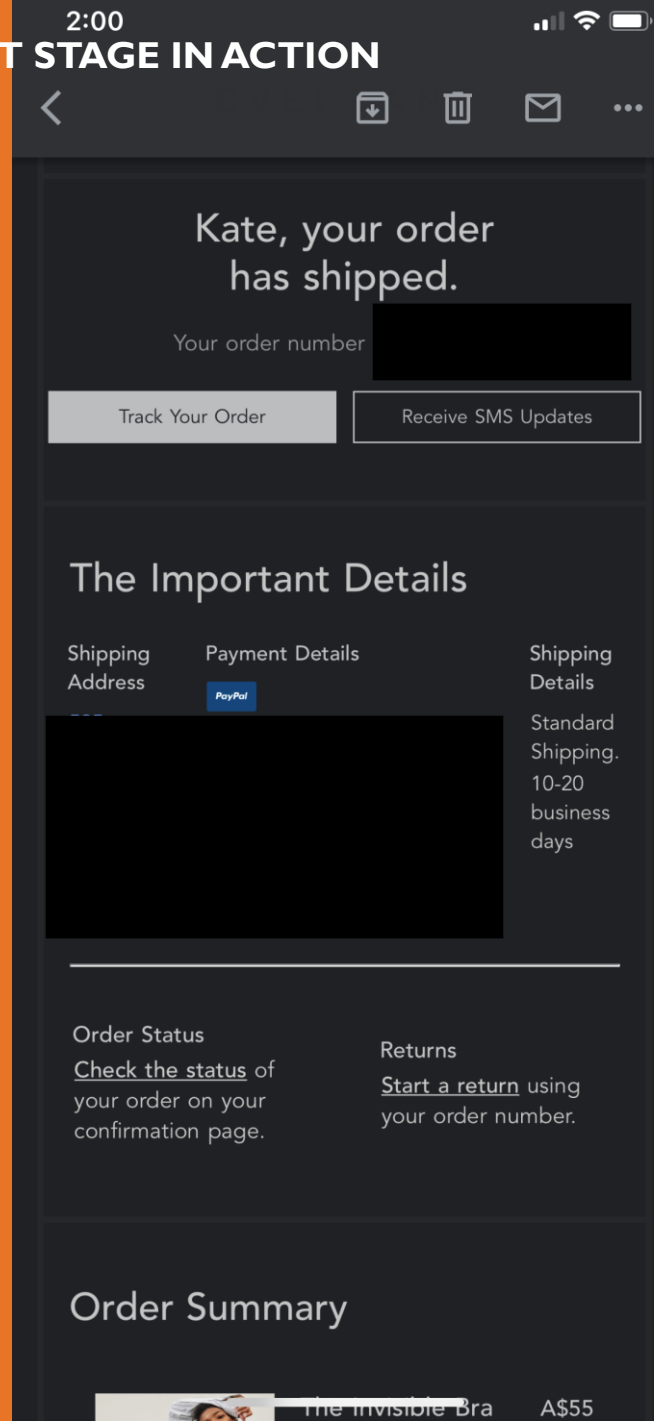
Find Your Fit

Sign Up for 10% off your first order\*

### 3. EXAMPLES OF THE DELIGHT STAGE IN ACTION



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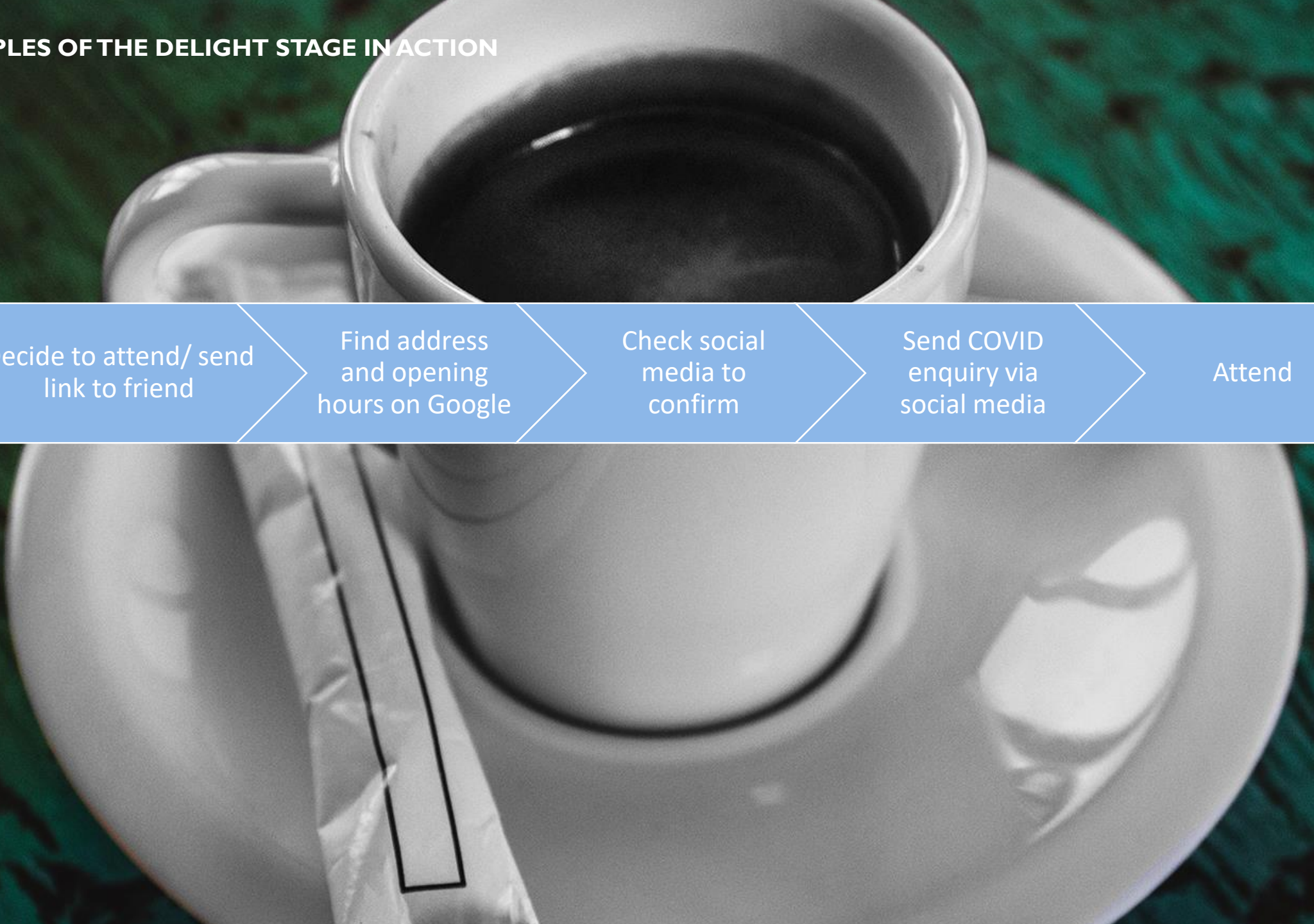
Decide to attend/ send link to friend

Find address and opening hours on Google

Check social media to confirm

Send COVID enquiry via social media

Attend



## Workshop tasks:

- Map the user experience process for someone who wants to take action with your brand. Examine:
  - How many clicks is required to complete the action?
  - How long does it take them to complete the action
  - How much information do they have to provide?
  - Do they have to sign up/create an account?
  - Do they have to go offline if they have questions/concerns?
  - How many communication touchpoints are there between the time that they take action and the time they receive their product/service?
- If you have a website, ask a friend to user test your digital presence as if they were a customer. Ask for feedback in terms of:
  - Clarity about what they needed to do/what your next step will be
  - Time/effort – Was it easy to complete?
  - Communication – Was it clear where they could go if they had post purchase questions?
  - Options – Were the payment options sufficient? Was the shipping more than you expected?
  - Design/functionality- Did the site load quickly? Did they have to scroll a lot? Did they have to click through a lot of windows? Was being redirected offsite annoying?