Glen Eira City Council Presents DIGITAL PATHWAYS FOR BUSINESS

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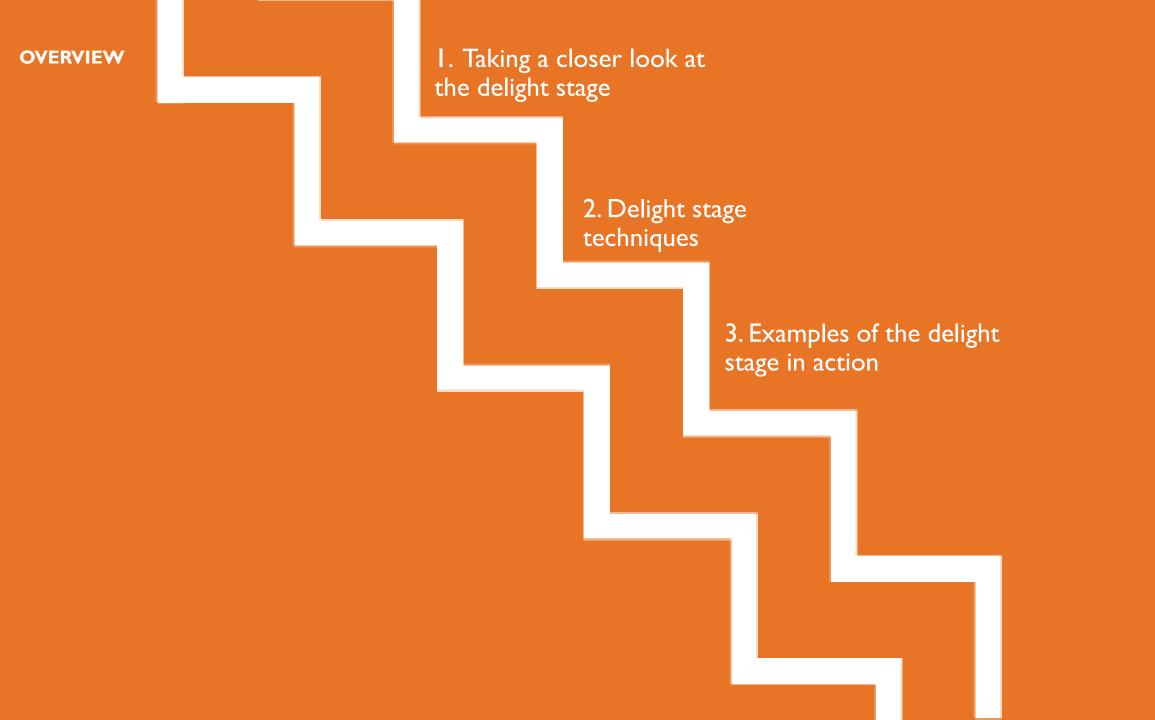






GLEN EIRA CITY COUNCIL

Delight part one: The action phase Seminar eight



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.

.TAKING A CLOSER LOOK AT THE DELIGHT STAGE Action can mean:

- Purchase/order (e-commerce, tickets for an event, food takeaway)
- Subscribe (streaming services)
- Quote request (trades)
- Initial consultation request (professional services)
- Find address/directions/opening hours (cafe, bar)
- Make a reservation (restaurant, beauty, hairdresser, fitness class)
- Send you a direct message on social media (informal ecommerce arrangement i.e. artists, tattooists)
- Download software for a free trial (SAAS)

TAKING A CLOSER LOOK AT THE DELIGHT STAGE

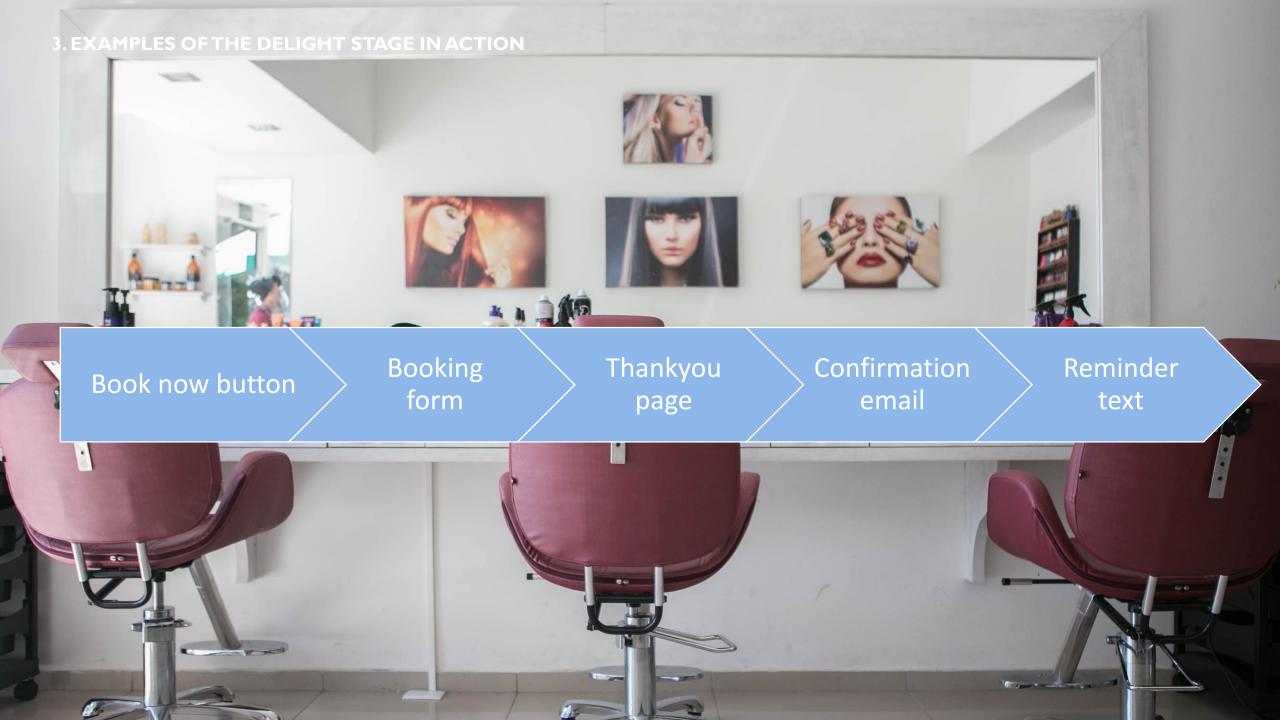


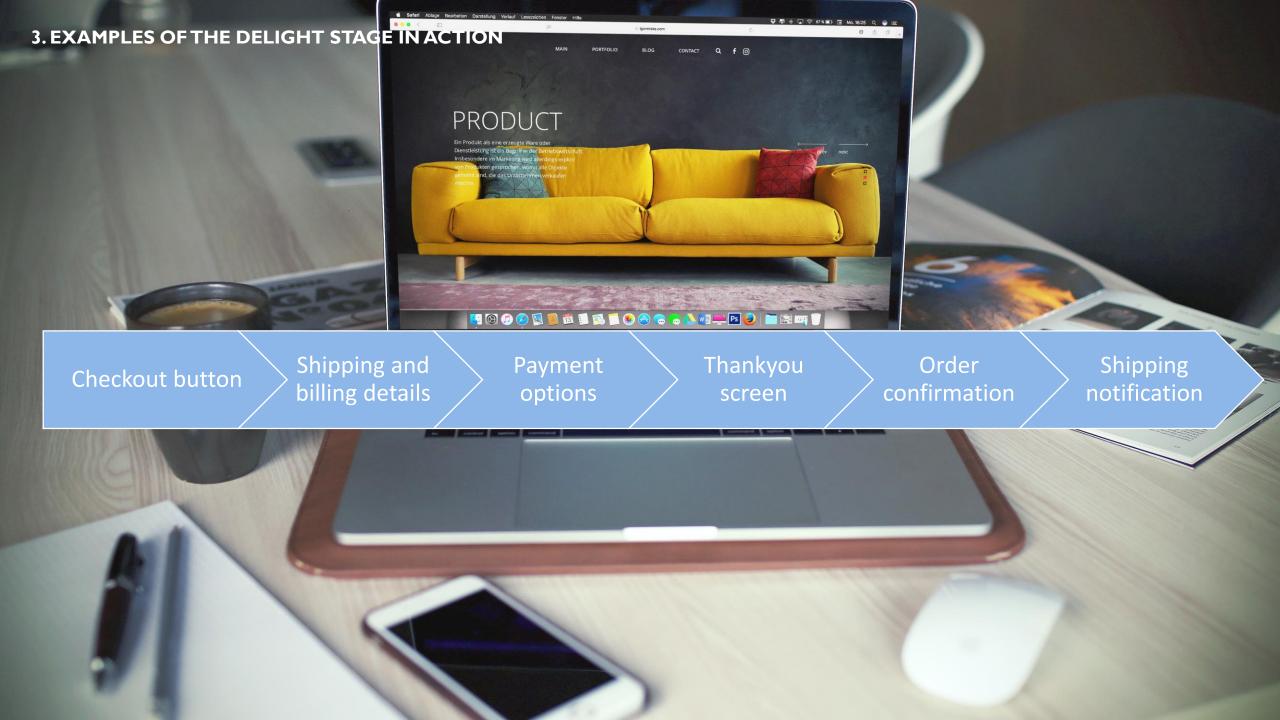
At the delight stage of the cycle, you'll need to...

- 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

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

everlane.com/?utm_medium=cpc&utm_source=google-brand&utm_campaign=837528619&utm_content=290966943721&utm_term=kwd-299004661882&adgrou... ☆ (A)

> **Enable Accessibility** * AUD

Women Men Denim About

GET INTO FI

Waist-defining Way-High. Butt-boosting C Ultra-comfortable Slouch. Find the fit that's be ieekv.

Shop Now

Find Your Fit

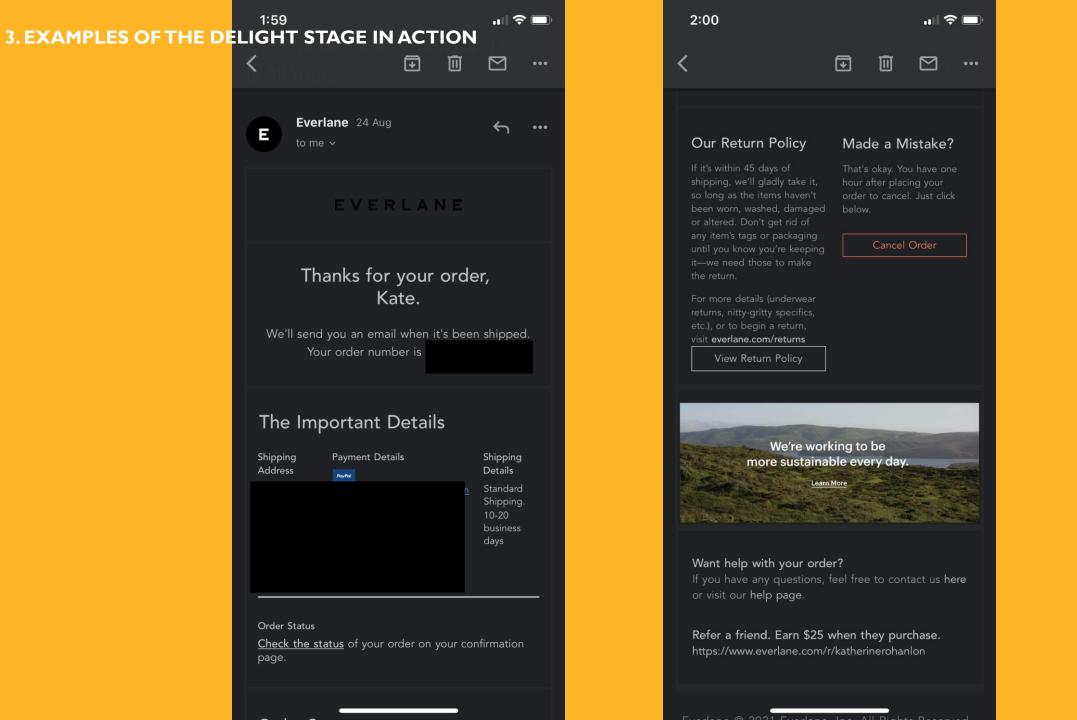
Sign Up for 10% off your first order*

EVERLANE

Log In

Q Search

Sign Up



2:00 3. EXAMPLES OF THE DELIGHT STAGE IN ACTION

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Kate, your order has shipped.

Your order number

The Important Details

Payment Details

PayPal

Track Your Order

Shipping Address

Order Status

Check the status of

your order on your

confirmation page.

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Receive SMS Updates

Shipping

Standard Shipping.

Details

10-20

days

business

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2:00

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Our Return Policy

If it's within 45 days of shipping, we'll gladly take it, so long as the items haven't been worn, washed, damaged or altered. Don't get rid of any item's tags or packaging until you know you're keeping it—we need those to make the return.

₽

For more details, or to begin a return, visit everlane.com/returns

View Return Policy

Want help with your order? If you have any questions, feel free to contact us here or visit our help page.

Refer a friend. Earn \$25 when they purchase. https://www.everlane.com/r/katherinerohanlon

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← Reply

Order Summary





Returns

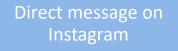
Start a return using

your order number.

\$55

→ Forward

3. EXAMPLES OF THE DELIGHT STAGE IN ACTION



Discussion with artist about size/cost/dates

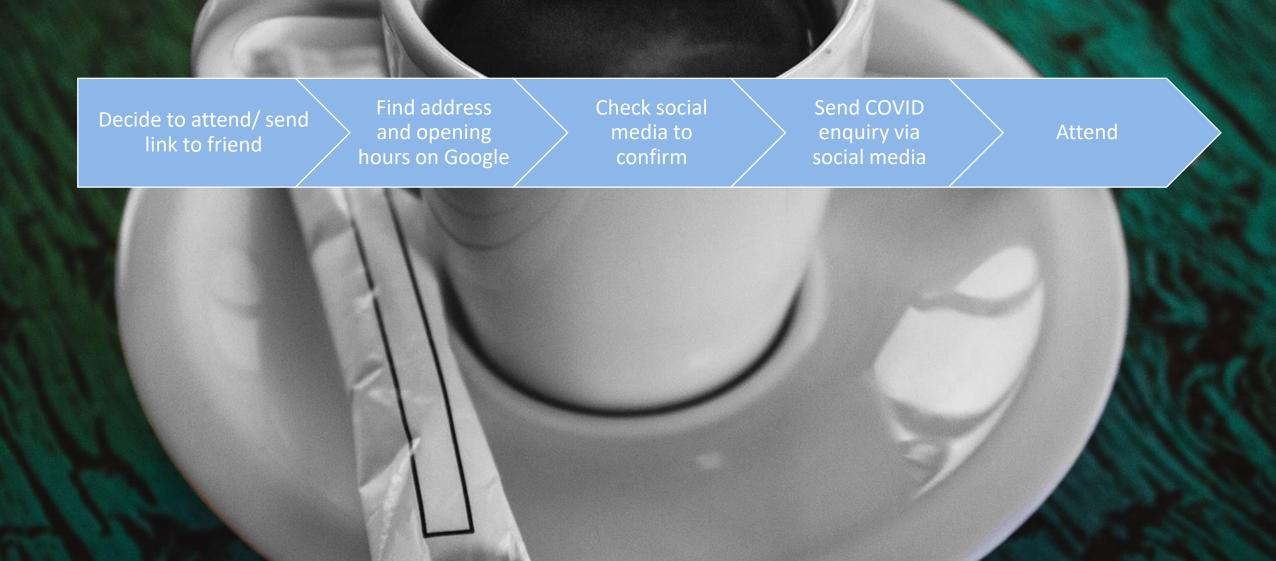
PayPal link fo deposit

Exchange of details

Reminder ema

Healing informatior email

3. EXAMPLES OF THE DELIGHT STAGE IN ACTION



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 to/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?