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Monitoring Customer Satisfaction on the Web

By Daryl Clark

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If you have an e-commerce site, you need to know if you customers are satisfied. Unlike a brick and mortar business, it is very hard to monitor customer satisfaction on the web. If your business is Internet only or if it is a brick and mortar business, customer satisfaction has to be a priority or else your business will fail!

If you don't physically see the customer, how can you tell if they are satisfied? One of the best methods I have found, is to use the free services of (Bizrate.com*) <http://www.bizrate.com>

After you have filled out their on-line application and your web site is approved, Bizrate.com sends you some simple HTML to paste into your receipt page. This HTML offers customers a chance to win a prize if they fill out a short survey about their shopping experience. Customers will rate your company and your web site using a 1-10 scale on the following parameters of satisfaction:

- * Overall Rating
- * Ease of Ordering
- * Product Selection
- * Product Information
- * Price
- * Web site Performance
- * On time Delivery
- * Product Representation
- * Customer Support
- * Order Tracking
- * Shipping & Handling

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Having this type of feedback is essential to continuously improving your operations. Bizrate provides you the feedback weekly in the form of a customer approved survey link that is posted on your web site.

To view a real Customer certified report, visit the survey results of our customers from our other Internet business at this URL:

http://www.bizrate.com/ratings_guide/report.xpml?mid=19250

With this information your new customers, current customers and you know how your customers feel about your company, services and products. You can make the necessary corrections to your operations, by monitoring

your weekly results and reviewing real customer feedback.

In summary: It is hard to tell who to do business with on the Internet these days. You can put your customers at ease by letting them know you care about their satisfaction. There isn't a better way to reduce customer apprehension and assure customers of your legitimacy, than to have "Customer Certified Ratings" posted on your web site. Do not work in the dark, let your customers light your way by allowing them to tell everyone why they should do business with you.

Daryl Clark is President and CEO of EMarketingMan.com. His goal is to provide you with high quality information, management and internet consulting services. You can read his other articles at <http://www.emarketingman.com/articlespolicy.htm>. E-mailto: emarketingman-subscribe@topica.com

WHAT'S THE QUALITY OF YOUR WEB SITE?

By Miles J. Nixon

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A good web site receives thousands of visitors a day. But how many of those turn into customers? People sign-up or buy when they feel comfortable with a web site. If it's down, slow, or broken in any way, the visitor will usually be uncomfortable and go elsewhere. Why? Well, do you like to shop in a retail store that is missing products, has no customer service, or you can't navigate? Probably not.

Many web sites have the equivalent of these situations, only they are represented to visitors as problems with the site. Remember your web site does the talking for you and visitors make judgments strictly on their experience at your site. When things do work the way they should work, the sign-up or checkout process is simple, the product or service is not confusing, and the whole experience feels right – the result is customers.

Monitoring Customer Satisfaction on the Web

If this is the ultimate goal, corporate web site managers and web site owners must treat their web site with the same care they would a physical store or office. In the virtual world we don't have store managers, but we do have a relatively new emerging business category: online monitoring.

Online monitoring services mind the site/store and make sure it's open and ready to do business 24 hours a day, every day. These services can watch site performance, content, availability/reliability, and security. They can also provide site managers with immediate notification of problems via alerts. By watching a site from outside the firewall and not inside, online monitoring services identify problems that cannot be immediately seen from the inside.

Monitoring services can't assure you that your site will be financially successful, but they will help you maximize the quality, which is vital to any successful web site and web strategy.

Listed below is a checklist of things to consider when selecting and purchasing online monitoring services.

- 1.How is the service provider connected to the Internet?
- 2.How reliable is the monitoring services? Is it truly 24 x 7?
- 3.Is this their core business or is it an add-on to other web based services?
- 4.Call or email their customer service and see how quickly they respond.
- 5.Does the service monitor overall performance or just up/down?
- 6.Does the service reliably identify most site problems? How do you know?
- 7.Are the alerts and reports accurate and timely?
- 8.Does the service provide enough real information to debug the site problem?
- 9.Can you afford to subscribe to an online monitoring system?
Can you afford not to?

This article was written by Miles J. Nixon, CEO of Quicksand Development LLC, developers of

@watch (www.atwatch.com).



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