

E-Business Direct Online Ordering System

Customer Satisfaction Survey Report

Customer Satisfaction Survey Team
September 2002

NOTE: This project was developed and managed for a Fortune 1000 chemical company, referred to as "MCC Inc." in this report.

Table Of Contents

Section 1. Background and Objectives

Section 2. Methodology

Section 3. Key Findings

Section 4. Qualitative Results

Section 5. Conclusions & Recommendations

Section 6. Appendix

- Discussion Guide
- Questionnaires: Telephone and Online
- Participants List
- Raw Data
- Thank You Letter

Background and Objectives

The Research Problem

The E-Business Direct (ED) Team prepared to redesign the ED site and conducted their own internal research on the website's usability and look and feel. Although they had "in-house" feedback, to ensure their findings and suggested changes were aligned with user opinions, they required specific customer feedback about the effectiveness of ED's functionality and features. Since ED doesn't include a standard user survey as part of the site, a specific user survey was required.

Objectives

The objectives for this project were

- 1) Obtain customer feedback on specific functionality, features and processes
- 2) Assess overall customer satisfaction using E-Business Direct
- 3) Identify any problems users experience with E-Business Direct

Project Team

The E-Business Direct Customer Satisfaction Survey Team included members from the e-Business Group, E-Business DirectTeam, and Commercial Supply Chain:

Karen Coker, e-Business Group: team leader and interviewer

R. G., E-Business DirectTeam and Sr. Analyst - BPI

B. H., E-Business DirectTeam and Web Architect – Knowledge Systems

W. K., E-Business DirectTeam and Manager-Adm. & Import Export, Commercial SupplyChain

Research Collection Methodology

Approaches

The research project was conducted in three phases using only internal resources.

The Methodology included three approaches for obtaining data:

- 1) **Observational:** E-Business Direct Team evaluated the user experience themselves, and they worked with Customer Service reps to gather feedback on their experiences.
- 2) **Focus group:** Team conducted a focus group with two MCC INC. customer service representatives to gather feedback on the preliminary analysis done by the E-Business Direct Team. Feedback from the focus group was used to design the questionnaire.
- 3) **Surveys:** Karen Coker tested the telephone survey with 2 MCC INC. customer service representatives and administered the survey to the target sample using an Access database to capture the data. When the telephone surveys were complete, the Team utilized a shorter online survey for the remaining users who hadn't responded via telephone.

Three Phases

Based on the Methodology approaches, the project was divided into three phases:

- 1) In-house focus group; questionnaire development & pre-testing
- 2) Customer phone interviews
- 3) Online surveys; research analysis and reporting

Timing

- Timeline: August 13 - October 18
- Interviews started Sept. 26, completed Oct. 16
- Online survey launched Oct. 17, completed Oct. 24

Sampling Plan

Sampling Unit

The target population consisted of all users at E-Business Direct U.S. customer locations. These customers were the main customer-base using E-Business Direct at the time.

Sampling Method

Some members of the sampling unit were determined unsuitable for this survey. Reasons include the following:

- Recent on-boarding, not enough experience using E-Business Direct
- Known reticence or unwillingness to use E-Business Direct
- Recent E-Business Direct problem resolution
- Not a primary user

Sample Size

From the total list of users with E-Business Direct ID's, 26 users were identified as the sample of the target population.

These users were mainly purchasing personnel whose use of E-Business Direct varied from high-frequency to infrequency.

Questionnaire Development

A discussion guide was developed for the focus group and from it the questionnaire was derived. Based on preliminary research conducted by the E-Business Direct Team, it was determined that the most meaningful feedback at this development stage would be qualitative; thus, open-ended questions were utilized to encourage comments and honest opinions from E-Business Direct customers. The discussion guide, user survey and online survey are included in the Appendix.

The Questionnaire was organized into five categories:

- Initial user experience
- Navigation
- Functionality & Features

- Usability
- General

Key Findings

- ED has the most benefit to customers who
 - have no existing company-wide “system” in place requiring them to enter P.O.’s twice
 - have longer order lead-time (don’t need “emergency” orders often)
 - just need to log in, place an order, log out
 - want 24/7 access to ordering system
- Opportunity exists for targeting ED to users in other non-Purchasing functions at our customer sites.
- ED is helping users get their job done: it’s convenient and efficient, especially when entering multiple orders.
- ED is self-explanatory and well-designed: infrequent users do not have problem remembering how to use ED.
- ED is mainly used by purchasing personnel as a transactional site, not a marketing or communication channel.

Qualitative Results

User Response

- 54 % (14 of 26) of sample
 - 13 took telephone survey, 1 took online survey
- 6 declined:
 - Didn't want to take survey
 - Hadn't used E-Business Direct long enough
 - Weren't using E-Business Direct because tool created "double-work" for them
- 46% were high-frequency users
- 23% were medium-frequency users
- 31% were low-frequency users

Initial User Experience

- On-boarding has been very effective; few follow-up questions
- Users have felt comfortable using ED on their own after on-boarding
- Users like "clean", "user friendly" look and feel
- Users like ability to use ED any time of day, week to place order

Flows well. Step by step. Enough safeguards to place orders without worrying that something will go wrong. – *KC, Inc.*

Navigation

- Very easy to use
- Simplicity is very important to users
- Clear, self-explanatory terms are also important

Functionality & Features

- 100% of Order Status users satisfied w/functionality
- 85% of Order Create users satisfied
- 62% of Order Change users satisfied when making changes to long-term orders; short-term changes required CSR assistance
- 77% do not read Lobby messages; 23% occasionally read them: might read more frequently if better displayed
- 77% don't use online COA's; remaining 23% wanted to learn how to use them
- 92% don't use Account Status
- 46% of users haven't needed help using ED; 38% successfully used the Help Pages or Take a Tour

Once you do it first time, E-Business Direct is self-explanatory. – A. Corporation

Functionality & Features: Details

- Request for “Remember Password” feature on login
- “Add to Cart” vs. “Go to Cart” requires clarification
- Comment box on Order Create would be helpful
- Mixed truckload feature was requested
- Shorter lead-time was requested

Usability

- 92% said they experience a good response time using ED
- 85% said ED pages don't require further instruction; functionality and navigation are intuitive and easy-to-use
- 92% said ED helps them do their jobs

General

- 70% experience no problems using ED
- 100% of those who'd experienced problems contacted CSR's and had the problems resolved
- 85% said that ED did not influence the decision to buy more product from MCInc. rather than a competitor; 15% said they weren't the right people to answer this
- Several respondents said ED's "always open" access was a key value for them
- 92% said ED was equal to or better than other transactional sites they've used; 46% said ED was much better if not the best they use

As good if not the best that we use, and we use half a dozen sites. -- *ANC Co.*

Conclusions & Recommendations

Conclusions

- Minimal navigation change is required
- Current users are not reading the Lobby messages; messages are ineffective in current format.
- COA's are not used by this user segment (purchasing).
- The combination of ED and CSR relationship can provide a satisfactory ordering process for appropriate customers
- Flexibility in order entry criteria and the order mix could make this tool more attractive to existing and new users

Recommendations

- Maintain navigation flow and a clean, simple look & feel
- Add some type of message when order is processing; some users have expressed concern about not knowing if an order was/is being processed
- Segment ED customers based on user and online usage requirements & habits and target these user segments to deppend customer relationships by getting more people to use MCC's "online services".
- Develop and communicate ED's value proposition for each user segment, whose online user needs are different
- Target users of COA's in customer organizations and provide them access to the online "archive of COA's". These users would include purchase influencers like:
 - QA Managers - for documentation
 - Process Engineers - to generate specifications and to tailor their manufacturing process
 - R&D Engineers - to generate specifications

- Target Accounting personnel at customer companies for using “Account Staus.”
 - Enabling real-time review of account with appropriate MCC INC. rep.
 - Auto-email w/statement at pre-determined intervals (e.g. 30 days, 60 days, etc.)
- Utilize the segmentation profiles & value propositions to target other MCC INC. Businesses’ customers
- Conduct an annual survey with customers to assess levels of satisfaction and to uncover new value-added Web marketing opportunities within the user segments
- Add an online user survey when any new functionality, major modifications or new customers are added to gather feedback and evaluate customer satisfaction

Appendix

The following materials were developed and used during the research project:

- 1) Discussion Guide
- 2) Questionnaires: Telephone and Online
- 3) Participants List
- 4) Raw Data
- 5) Thank You Letter