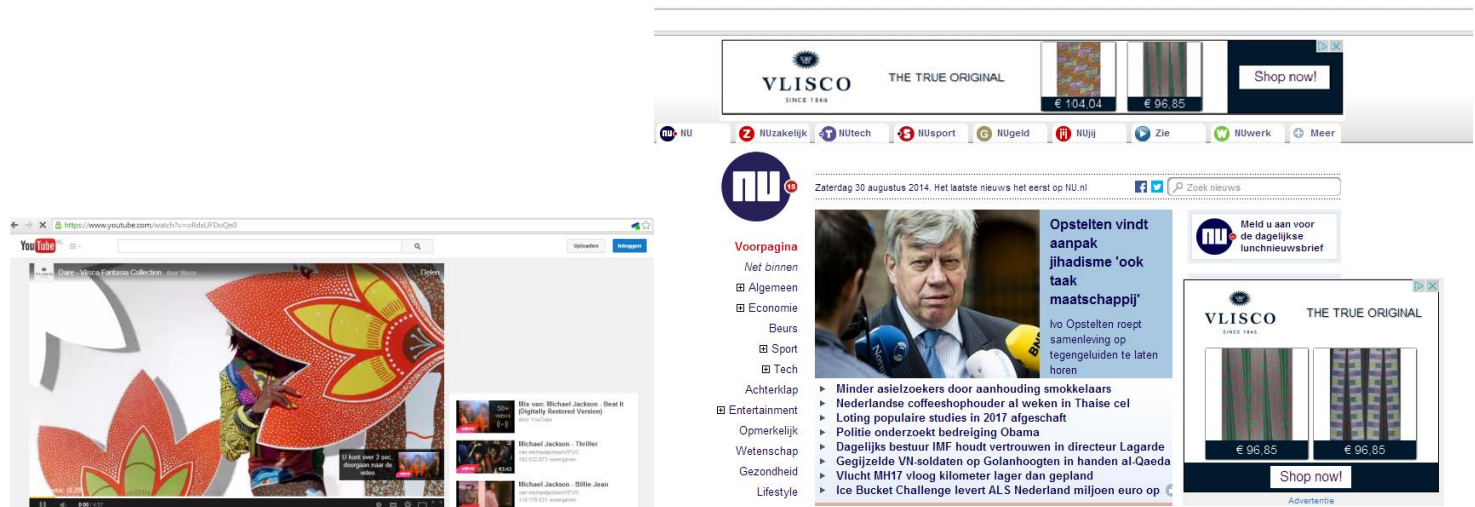


Pre-service period

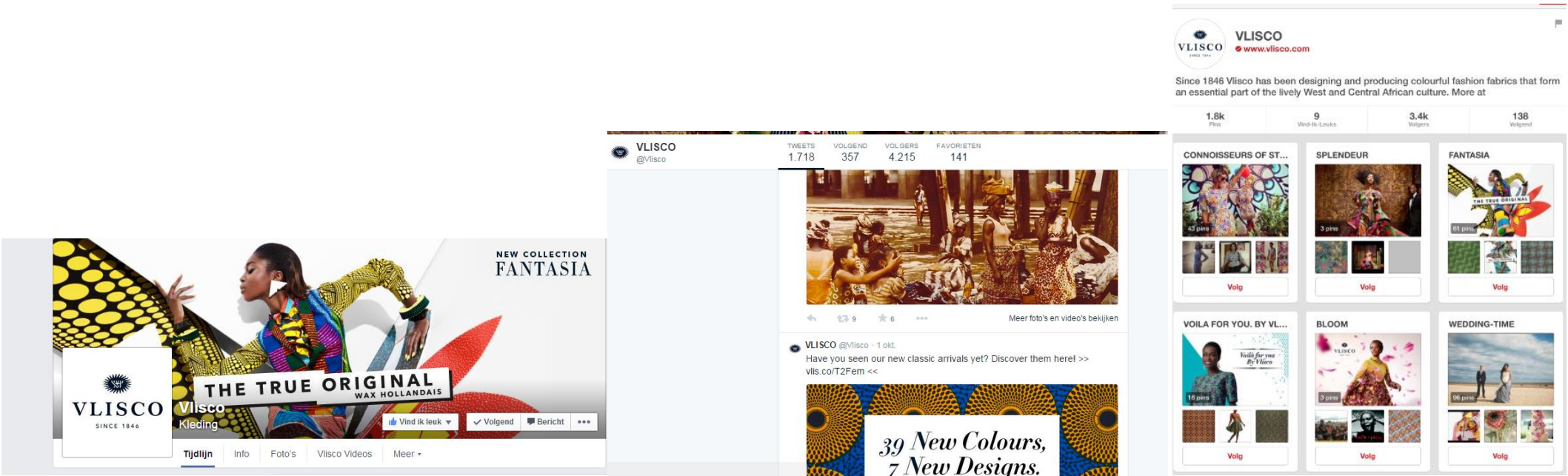
Online advertisement; Video ads & Sponsored banners



Expectations

Er kan geconcludeerd worden dat de consument geconfronteerd wordt met verschillende visuele uitingen van het merk in deze fase. Daarnaast is op te maken uit de gegevens dat consument een fervent online shopper is. Zij heeft ervaring met online shoppen en geeft aan gemak te willen ervaren en geïnspireerd te willen worden in het online shoppen.

Social media; Facebook / Twitter / Pinterest



Word of mouth;

How did you learn about the Vlisco e-shop?

Friend or Relative		(21.74 %)
Web Search Engine (Google, Bing, etc.)		(47.83 %)
Banner Advertising		(0 %)
Fashion Blog		(8.7 %)
Newsletter E-Mail		(13.04 %)
Magazine		(0 %)
Commercial Campaign		(4.35 %)
Social Media (Facebook, Twitter, Pinterest)		(4.35 %)
Other, please specify;		(0 %)

Past experiences;

Do you ever buy clothes or fabrics online, if yes how often?

1 x per 3 months		(24.14 %)
2 x per 3 months		(17.24 %)
3 x per 3 months		(13.79 %)
More often		(31.03 %)
Inapplicable		(13.79 %)

What was the main reason you did not make a purchase in the Vlisco e-shop?<...

Price		(75 %)
Availability of Item		(0 %)
Shipping Options (transport)		(25 %)
Payment Options		(25 %)
Difficulty Navigating Online Assortment		(0 %)
Shipping Costs		(25 %)
Import Duty		(25 %)
Payment Options		(25 %)
Difficulty Navigating Online		(0 %)
Assortment too Large		(0 %)
Assortment too Small		(0 %)
Check out process too Difficult		(0 %)
Payments options too limited, if so, how should this be optimized?;		(25 %)
Other (please specify):		(50 %)

Which of the following aspects in particular do you appreciate the most about your favourite e-shop?

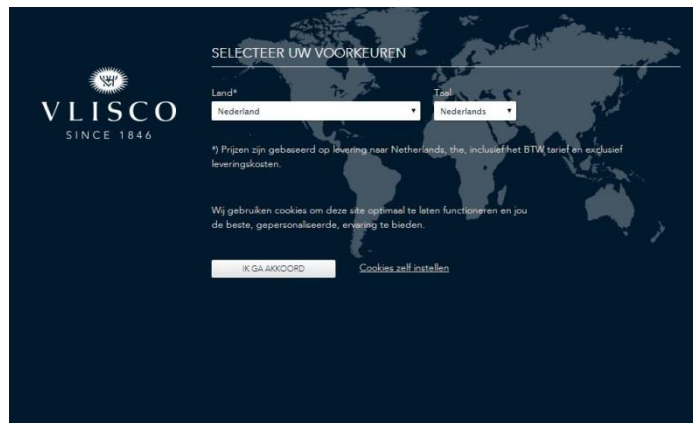
(multiple answers possible)		
Effective search functions		(35.71 %)
Personalized website features		(17.86 %)
Easy to navigate/browse		(71.43 %)
The product presentation		(64.29 %)
Easy to put items in shopping basket		(28.57 %)
Large set of choices		(53.57 %)
Customer service		(35.71 %)
Fast response to customer inquiries		(25 %)
Easy to contact customer service		(39.29 %)
Easy payment methods		(53.57 %)
Fast delivery		(50 %)
Customer reward system		(21.43 %)
Fashion inspiration		(50 %)
Other, please specify;		(17.86 %)

Service period/ touch points

(browsing en bestellen bij vlisco online met thuisbezorging pakket -
dit is hoe de situatie er uit zag bij aanvang van de opdracht)

Experiences

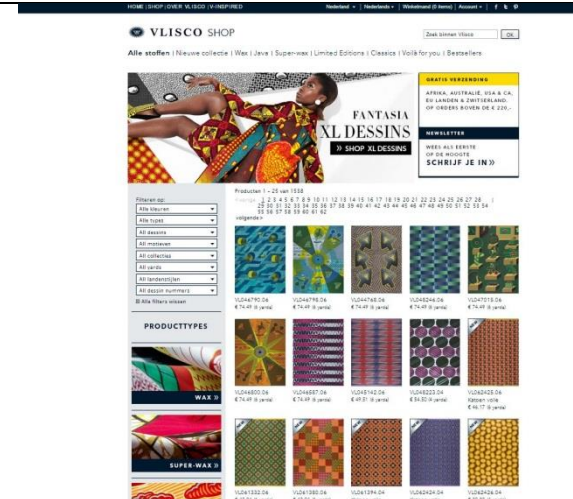
1.



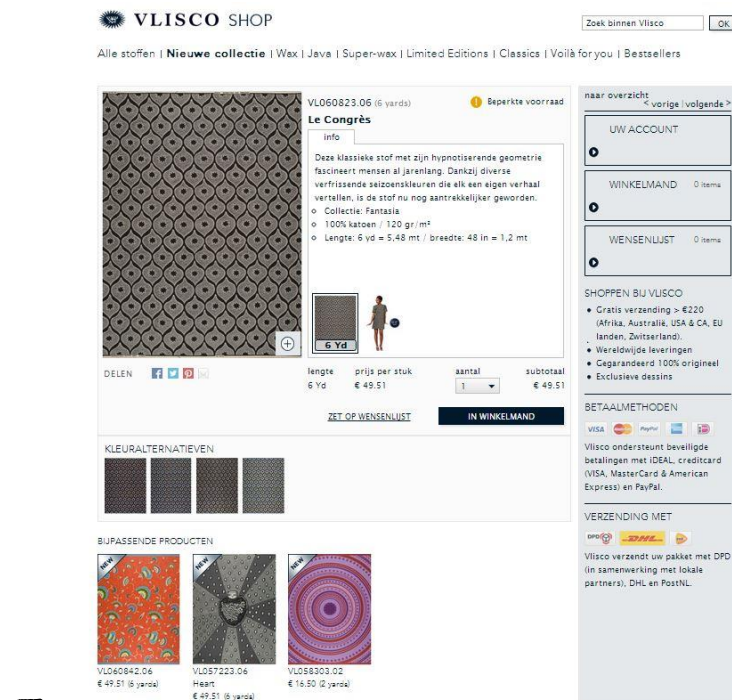
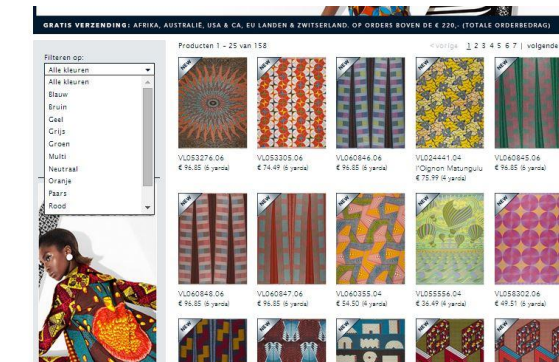
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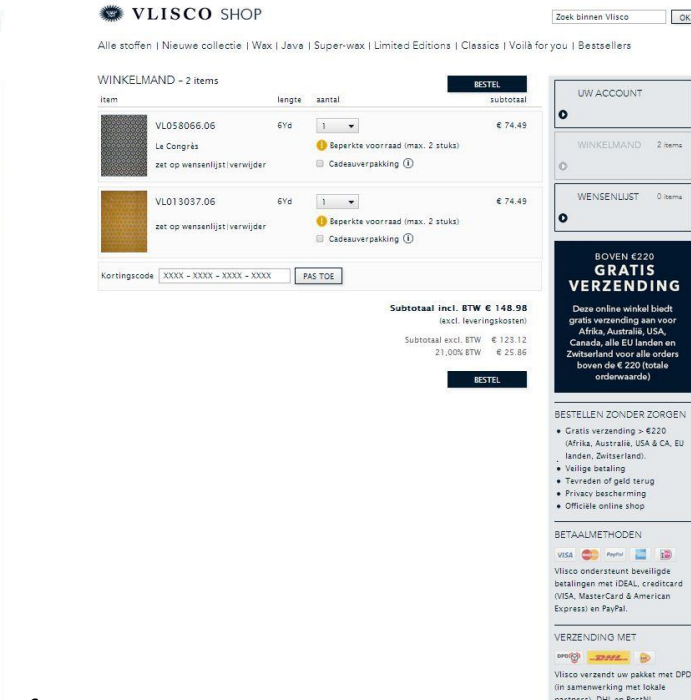
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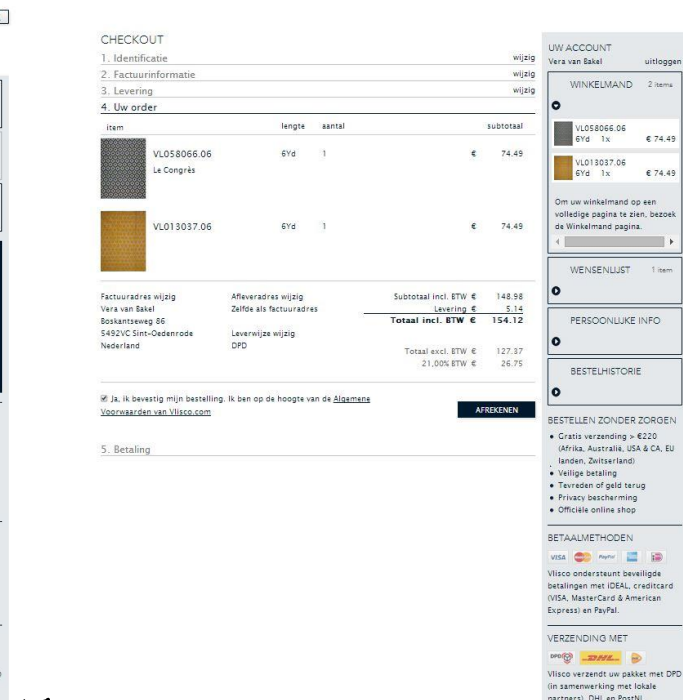
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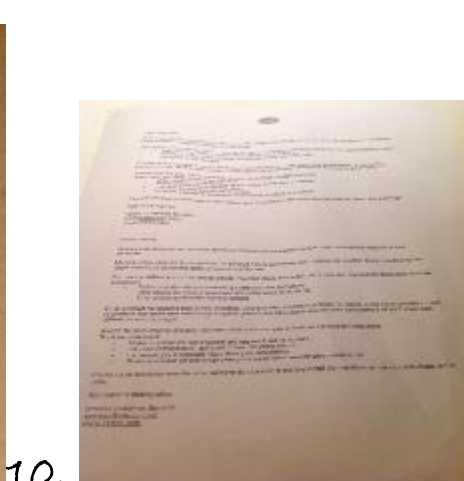
7.



8.



9.



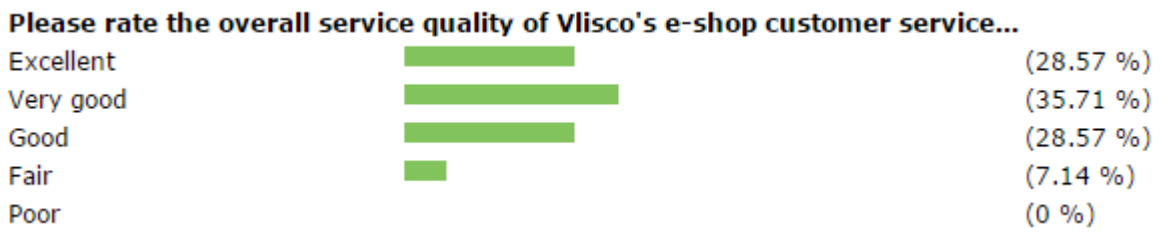
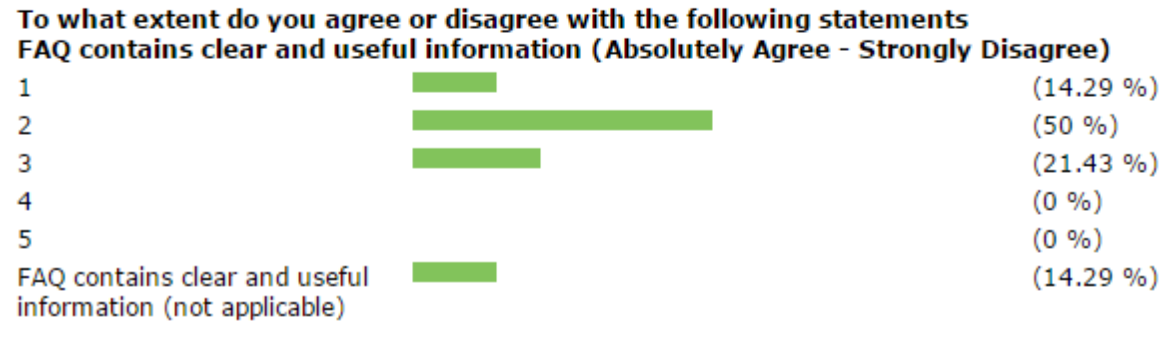
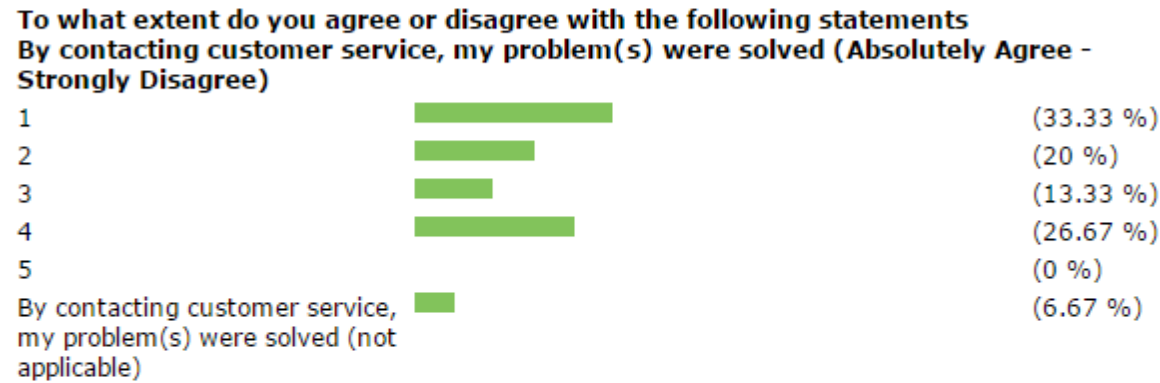
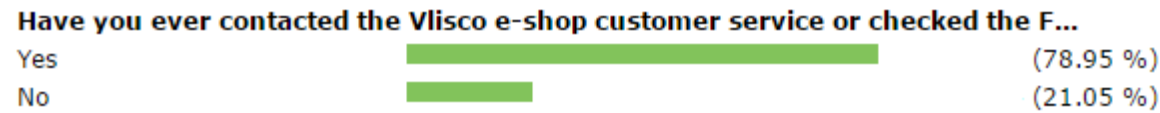
10.



11.

Er is veel (ongezellige) data te zien in de shopomgeving, denk aan de cijfers en VL-codes. Er is geen gebruik gemaakt van roll-overs (dit is inmiddels veranderd) er zijn 8 stappen in de check-out proces. Tot slot duurt het 5 dagen voordat het pakket is bezorgd, ingesloten zit een brief waarin bij voorbaat excuses wordt gemaakt voor de regelmaat waarin er foutieve ordes worden afgegeven. 3 dagen later verschijnt de factuur op de mat.

Customer relationship management



"She was polite and answered my questioned, however my problem wasn\'t resolved."

"Make every effort to ensure that the customer gets exactly what s/he orders. I have had mixed orders twice before, although the matters were addressed and due care has been taken to ensure that that does not happen again."

Uit de gegevens blijkt dat de consument niet extreem tevreden is met de customer relationship management. Ook de regelmaat waarmee foutieve ordes worden afgeleverd blijkt frustrerend te zijn.