

Customer Carewords - Customer Options:

Customer Careword projects are offer with a pre-determined range of options that cater for specific customer requirements; including website size/complexity, budgetary considerations and scope of project.

Customer Carewords	Option 1	Option 2	Option 3	Option 4
Kick-Off Meeting	Remote	Onsite	Onsite	Onsite
Careword Interviews	Client	50/50	50/50	50/50
Short-listing	Remote	Remote	Onsite	Onsite
Category Questions	None	1-2	3-5	5
Open-Ended Question	x	x	✓	✓
Branding (Public Websites Only)	x	x	✓	✓
Customer-Centric Index	✓	✓	✓	✓
Customer Specific Improvements	x	x	✓	✓
Customer Poll/s	1	1	1-2	1-2
Team / Organization Poll	x	x	✓	✓
Results Presentation Workshop	2 Hr Remote Webinar	1 Day onsite	1 Day onsite	1-2 Days onsite
Results Written Report	x	x	x	✓
Gerry McGovern Attendance	x	x	✓	✓
Gerry McGovern Masterclass	x	x	x	1 Day
Website Size / Complexity	Small /Low			Very Large / Very Complex
Price Bracket	€12,500	€25,000	€35,000	€50,000+

Note: All prices are exclusive of travel & related expenses, which are re-charged to the customer at cost.

Kick-Off Meeting:

The team planning event with your assigned Customer Carewords consultant. This meeting is useful in order to get buy in and to make sure everyone is on the same page from a planning and buy-in point of view. Often, our customers see Customer Carewords as a step towards a more managed, data-driven approach to the website. This new approach may require quite a bit of selling, particularly within larger organizations.

Key Agenda Items include:

- Overview of the Carewords approach
- Definitions of customers to be surveyed and scope of Customer Carewords
- Appointment of your project manager
- Exploration of category questions
- Establishment of specific dates for completion of the longlist; completion of the shortlist; launch of the survey, etc.
- Starting of the longlists
- Issues relating to polling: How the customers will be polled (email, Web); Whether there will be a prize; Legal issues connected with the poll
- Planning for customer and stakeholder interviews

Careword Interviews	<p>Short (15-30 minutes) usually phone-based interviews with customers and stakeholders:</p> <ul style="list-style-type: none"> • Customer interviews: Up to 20 interviews with customers and/or members of staff asking them to list the tasks they come to your website to complete. (These interviews are usually carried out by your staff.) • Stakeholder interviews: Up to 10 interviews with key management and stakeholders to understand management priorities and strategy.
Short-listing	<p>Using an iterative and well-defined process, we edit the resulting lists down to a manageable size of approximately 100 words and phrases - the shortlist. Getting the list pared down involves tough decisions but it brings home the need for a disciplined approach and helps you focus on what is important.</p>
Category Questions	<p>Category questions allow you to segment the Customer Carewords analysis. For example, if you have a gender question, you will be able to show the similarities/differences between males and female top tasks.</p>
Open-Ended Question	<p>A separate open-ended question at the end of the poll can be a useful way of getting quotes/comments from your customers.</p>
Branding (Public Websites Only)	<p>A list of carewords that are specific to marketing / branding questions, like: top class customer support, a quality product at a reasonable price, easy to use.</p>
Customer-Centric Index	<p>The Customer Centric Index gets your customers to rate your site against 13 critical customer-centric factors.</p>
Customer Specific Improvements	<p>A list of carewords that relate to specific improvements that the customer would like to introduce.</p>
Customer Poll/s	<p>Usually there is only one poll. However, in certain circumstances there may be a need for more. For example, you might want to target potential customers in a slightly different way to current customers.</p>
Team / Organization Poll	<p>By getting your team to vote separately we can clearly identify what is more important to the customer versus the organization.</p>
Results Presentation Workshop	<p>For onsite presentations the workshop begins with a formal management presentation of the results by your Customer Carewords consultant. There are two specific exercises that need to be gone through:</p> <ul style="list-style-type: none"> • Ranking the tasks from a management/strategic perspective • Classifying the tasks into major task groups
Results Written Report	<p>A written report of the Customer Careword results with critical analysis and recommendations.</p>

Gerry McGovern Attendance

Presentation of the Results Presentation Workshop by Gerry McGovern (a highly acclaimed content expert and speaker), in conjunction with your Customer Carewords consultant.

Gerry McGovern Masterclass

The Gerry McGovern masterclass.

- Improve your ability to design and manage a large website.
- Give you the business case to get senior management truly engaged in your vision of making content a core business asset that drives real and sustainable value.
- Improve the skills of all those editing and writing content for your website.
- Give you best practice guidance for a redesign of your information architecture (metadata, classification, navigation, search, layout and design) that will allow content to be quickly found and easily read.

Website Size / Complexity

Complexity tends to be influenced by the number of pages on the website. However, this is not always the case. Some websites have many pages but most of the content is of the same type and category, and are thus relatively simple to develop a shortlist from. Other websites may have fewer pages but may have a much wider variety of content, thus making them more complex to analyze.

Take the next step: email info@neoinsight.com
or call +1 (613) 271-3001 to discuss which
option is best for you.