



Customer Carewords

Top Task Management for Websites

Customer Carewords™ is a unique scoring technique enabling customers to tell you in precise, statistical terms their top tasks when they arrive at your website.

Customer Carewords is your **Key to Stronger Customer Engagement**, whether this is on a public or business website or the company or organization intranet. Customer Carewords helps you create customer-centric, task focused websites that generate higher task completion results from your key audiences.

Customer Carewords goes beyond keywords for search engine optimization. Keywords will bring customers to your website, but Customer Carewords will bring them through your website to complete tasks; tasks such as making an inquiry, completing an application or booking form, or finding somebody in the corporate directory. Keywords and Carewords work together to give you a total web marketing solution.

**Keywords are about traffic and
Carewords are about conversion**

Key Benefits:

When you implement Customer Carewords, you get:

- The **words your audiences respond to**: - You can immediately improve your website with engaging customer-centric web content, without having to spend on expensive redesigns. Completion of essential tasks will increase when you improve content in critical areas. Carewords identifies what's most important to your visitors so that you don't waste time on less valuable improvements.
- The **words your audiences hate**: - This allows you to say "No" to filler content, helps you remove unwanted content and move away from being an organizational-centric website.
- A prioritized and defensible **list of your visitors' top tasks** as voted for by people who use your website. This makes it much easier to prove the value of your priorities to senior management, because you're responding to your audience - **the Customer**.
- **Simplicity**: It's about simplicity and a less is more approach. You can focus on the killer content of your website, and remove the filler content.
- An **audience-driven information architecture** that will be hugely helpful to set priorities if you plan to redesign your website.
- **Greater search engine visibility**. "Keywords" used in searches and "Carewords" that keep people on your website can be different. Research results will let you create as close a match as possible to focus the words used in key areas such as page titles and primary page headings.

Facts, not opinions



Customer Carewords make a difference

Whether you are responsible for the company or organization Intranet, a government or public body website, a website that is becoming more business critical, or looking to increase student engagement in the university sector – Customer Carewords can make a significant difference to you.

Intranet

For Intranets, your challenge is to increase productivity and reduced costs - The number one objective of your intranet must be to make staff more productive - your staff are your "customers". To do this you must identify the top tasks of your staff and then make these tasks simpler and faster to complete.

Government

Governments are addicted to proving that they are doing their job properly. Many government websites are politics-centric. They have big pictures of politicians on their homepages, and they talk about the 5-year plans they have just launched, rather than using the website to help implement the 5-year plan. The best thing governments can do on the Web is get out of the way. Save the customers time by making basic government tasks fast and easy. That's what Customer Carewords helps you do. It puts the views of the customer front and center. It shows you what your customers really want using hard, compelling data.

Business

For Business, words make the sale, deliver the service and build the brand on your website. The right words-the exact right words-can have a dramatic effect on how your customers behave.

- **Based on our advice, an organization changed three words on a particular webpage and saw a 30 percent increase in sales inquiries.**
- **Another organization repositioned a link on its webpage and saw \$70,000 in new sales from this link over a two-month period.**
- **A business-to-business client changed the call-to-action language on its products pages. Qualified leads rose from 100 per month to over 200 per month over a three-month period. Nothing else was changed.**

University

For Universities and colleges – Customer Carewords hold the key to improved interest and increased student engagement. Your website must speak the language that's most important to those who visit you, especially prospective students, donors, and alumni. Customer Carewords tell you how to start the conversation and how to keep it alive afterwards in the content you prepare throughout your website.

For the Intranet and Internet Managers, communicators and those responsible for managing an organizations website - Customer Carewords helps them deliver more value, and prove it! This provides more job satisfaction and increases their value to the company or organization.

Customer Carewords is not just for the web. Once you understand the words that your customers really care about you can use these words in all your marketing materials, including brochures, print and radio ads, and everything else that you use to bring people to your website.

We invite you to review some of our customer stories on our website www.customercarewords.com. Customer Carewords project results are in use at the **BBC, HSBC, IKEA, Rolls Royce, Schlumberger, Tetra Pak, Wells Fargo,** governmental departments of the **IRS in the US, DirectGov UK, Environmental Agency UK** and many prestige Universities in North America and Europe.



Customer Carewords: a 3 Step process

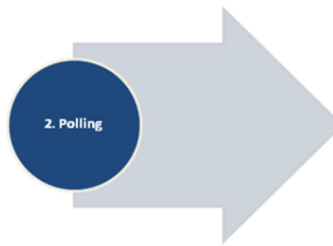
Step 1: Prepare a list of potential Customer Carewords



We have a systematic approach for helping you assemble a comprehensive list of about 100 potential Customer Carewords to test with an audience. We work together to get these potential Customer Carewords from:

- Objectives: Analyze the goals and objectives of your organization, business or university. What words stand out?
- Asking the customer: Brainstorm with customers and staff.
- An analysis of search behavior of your customers.
- Examining other similar sector websites, especially any competitors, for important words.
- Our master list of Customer Carewords from previous projects and web reviews.

Step 2: Get people to choose their favorite Customer Carewords



We've helped you get your list of potential Customer Carewords. Now it's time to get people to choose their favorites in an online survey. We aim to get a minimum of 100 people to choose. Increasing responses to over 400 yields even more valuable information. You need to carefully target your audience and we help you do that. When asking someone to choose from the list, we make sure the following conditions are met:

- People select only the top five Customer Carewords of their choice.
- They do it on their own.
- They do it quickly; less than 5 minutes should be enough. What we want is their gut instinct choices.
- Included in the poll is our unique Customer Centric Index – which gets your customers to rate your site against 13 critical customer-centric factors, grouped into three major categories; content factors, social factors and visual architectural factors.

Step 3: Analyze the results



We have developed special techniques that will allow us to properly analyze the results, so as to quickly identify the most important Customer Carewords and Careword groupings.

We have built up a database of previous results that allow us to advise you on how your results compare with key trends. We also provide a number of options to our customers for presentation of the results to team members and management teams.

How long does it take?

The entire Customer Carewords process — preparation, survey, and analysis — will take 8 to 12 weeks. You will immediately be able to make use of the results to define your top tasks, write killer web content, and manage your website with facts, not opinions – thereby truly addressing what your visitors care most about when they visit your website.

Take the next step: email info@neoinsight.com or call +1 (613) 271-3001 to discuss how the Customer Centric Index can help you.

neoinsight
Customer Experience Specialists