

Key Success Factors: A Closer Look

Best Practices for Online Customer Experience

Creating an effective, optimized Online Customer Experience is about more than just touching all the bases and including all the necessary information on the site. Customers are impatient; they spend seconds making decisions when scanning—not reading—your pages. As the example below illustrates, you can have great information, presented logically, and still end up confounding customers by not making their desired actions obvious enough, or speaking to the target customer.

Ineffective

Small businesses have purchase processes different from those used at larger enterprises. This site uses a one-approach-fits-all process

Content provided on this hosting site is technical with no images or visual assists to facilitate the purchase process. Small business CTOs or IT managers targeted by this product are unlikely to buy a complex product based purely on a list of technical specifications as shown here. There is no language speaking to the needs unique to this target group.



The call-to-action appears useful at first glance, but there is no self-qualification table or tool to help customers determine what system on which they should be seeking a quote.

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Great Online Customer Experiences are characterized by an integrated approach that begins with use of persona development to understand target customer needs and common problems. When a site speaks directly to those most common needs for narrowly identified target, responses increase; the visitor experience can be managed more explicitly. The goal is to engage the customer first—only then can the conversation begin. Below, the example shows a lighthearted, offbeat approach.

Competitive to Optimized

Since Virtual Server hosting isn't a product that can be sold in a single click or via a tech-spec list, rich multimedia content plays in this area upon request.

Based upon an understanding of their target customers obtained through persona creation, this firm has identified the top three challenges for buyers and positioned them clearly. CTOs and IT managers are already known to care deeply about these issues, and the animation provided in the section above provides further information, closing with a call-to-action drawing visitors deeper into the sales process.

DemoBiz

IT needs rarely fit in a box.
Virtual Server hosting can flex to your evolving needs.

See how Virtual Server solutions can help your business:

Play

Expanding IT operations with challenging budgets.
 Virtual Server offers enterprise grade technology with unprecedented scalability and efficiency. Virtual Server means instant infrastructure, whenever you need it, without building and maintenance costs. Virtual Server helps drive complexity and cost out of your data center with efficient use of resources and energy. Do more with less.

Infrastructure that's ready for the needs of tomorrow.
 Greater efficiency means IT that is better aligned with business demands, and better for the environment. Reduce your costs and your carbon footprint by utilizing only the resources you need, at near 100% efficiency. Virtual Server expands and contracts resources on the fly, so you don't have to worry about IT waste.

Avoid revenue impacting downtime.
 Your systems are critical to the success of your business, so downtime is not an option. Virtual Server facilitates resource allocation to servers when they are needed, improving the availability of business-critical applications. Virtual Server also allows faster, more flexible, and more reliable disaster recovery at a lower cost.

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