

An eye for detail...

The TV Licensing website has become a crucial channel for communication with customers. But how many contact us this way? When? And why? Thanks to the analytics company RedEye we are now learning the answers to such queries, and these are helping us to make further improvements in the service we give via the Internet.

RedEye technology is able not just to tell us how many hits our website receives, and when, it can also track the journey customers take through our webpages. Commercial Manager Mark Harding explains: "We can see if there are any particular pages where people drop out – barriers that perhaps stop them from completing what they might have come online to do. This enables us to focus on those pages to make any necessary changes. It also tells us how many people who click on our website go on to make a payment." In this way, Mark continues, we can deduce a 'return on investment' – the figure that tells us whether or not a particular marketing campaign, or advertisement placement, has been a success. This is invaluable in determining future promotional activity, ensuring that precious resources are channelled in the most productive way.

Among the information initially revealed by RedEye is that the busiest times for customer contact via the website are Mondays, and any weekday between 1pm

and 2pm. This mirrors the experience of our contact centre. However, although they are relatively quiet, Saturdays and Sundays are best in terms of revenue, as visitors on those days more frequently go on to make a payment.

RedEye data also tell us how many of our customers are new to the site, allowing us to understand growth and also how many are making a repeat visit. Such information will inevitably lead to improvements being made, but it has also been reassuring. "Early reporting has provided concrete evidence of a lot of things that we previously suspected, but could not prove," Mark says. "It has given the Digital Hub confidence that the strategies we have adopted are right. But we now have the facts to refine our activity."

The introduction of RedEye late last year coincided with a raft of improvements to the design of our webpages. "One of the key changes was to navigation," Mark says. "We wanted to make it much more intuitive in that, depending on which topic they want to click on, customers are now presented with a quicker and much more logical path. We've made it simpler and easier by reducing the number of pages they need to go through to complete a transaction." For instance, if customers wish to set up a Direct Debit, a click on the topic heading appearing on the initial page will lead them swiftly through to



completion, providing them with clear information about what details are needed, and where to insert them.

Among other changes, the site now complies with disability legislation, particularly in enabling people with impaired sight to read its contents. From an internal point of view, payments by debit or credit card are now fully automated – significantly reducing the need for manual processing – and a validation system has been introduced. This enables us to check if a new customer on the web already has an existing licence on Lassy, thus reducing the chance of issuing a duplicate, or the need to amend expiry dates.

With many other ideas currently being explored, further improvements can be expected. For instance, personally accessible online accounts for our customers are being examined, as is the possibility of emailing or texting reminders of payments due.

"The website is far exceeding its set targets and delivering business benefits," Mark says. "In the past two years the site has come on phenomenally and I'm confident that it will continue to grow."