

Managing an integrated web channel: What do businesses need to do to be good at it?

The web has become a mainstream medium. As such its impact on business performance and brand experience is significant.

Managing it must become a core competency.

Company A has many websites, reflecting different departments. Most are not transactional and contact is inconsistent. This frustrates customers, weakens the brand and lifts operating costs.

Company B has a single site, promoted in every piece of marketing communications. It services, supports and sells for the whole business. This saves money, retains customers and lifts revenue.

Why is this important?

Users expect your website to be the unified point for interaction and transaction.

Meet this expectation and you will create your most powerful communication, sales and service channel.

If you fail then your ability to do business in the Digital Age will be in question, your brand perception will fall and your cost of operation will rise.

What must a business do to be successful with the web?

- Be clear in vision, strategy, purpose and measurement.
- Govern the web channel as one single business entity.
- Transform your business operation around the web.
- Build a single, cohesive web experience for the user.
- Understand the motivations and transactions of the user.
- Manage the stakeholders as though they were customers.

What Progenit can do to help?

Progenit helps organisations to clarify their web strategy and then manage the change required to deliver it.

How do we go about this?

Engagements begin with a 4-6 week *Key Issues* study. We meet with stakeholders and develop a *Change Plan* to consider six areas:

- Strategy and Vision
- Channel Governance
- Business Transformation
- User Experience
- Customer Insight
- Stakeholder Enablement

We engage stakeholders with the Change Plan and use it as a catalyst for action.

We then support the change through a combination of:

- **Interim Management.** We provide people to establish the required capabilities.
- **Critical Project Delivery.** We will run and deliver key web channel projects.
- **Mentoring.** Ongoing support to manage the change processes.

Contact Us

For more background visit progenit.com. For details call Matthew Treagus, 07966 091431. matthew.treagus@progenit.com