

The Application of Interactive Customer Experience on Internet Marketing

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Abstract: This paper proposes an interactive customer experience framework for connecting the involvement construct's antecedents of Internet Marketing, related theories and applications of Customer Experience, E-brand and Integrated Marketing Communications. This framework not only can combine marketing resources effectively, let enterprises obtain the greatest benefits; it also provides total consumer experience and increase customer satisfaction. On the other hand, this making a more successful customer relationship management and customer experience on internet marketing can be achieved. Furthermore, we make the application of internet marketing will be more extensive and convenient.

Key-words: Internet Marketing, Customer Experience, Integrated Marketing Communications.

1. Introduction

The Internet is a significant global medium for communications, content and commerce. It is a powerful tool for building relationships with all of a company's communication targets. It is cheap, immediate and repeatable with appropriate technology it can be personalized. As the Internet establishes its position as a mainstream marketing channel, consumer criticism regarding Internet marketing strategies have increase as well. All across Taiwan and around the world, shopping

centers are closing their doors as consumers turn to the Internet for all of their shopping needs. The Internet as the primary online marketing channel is now overtaking commercial online services. In fact, all of the online service firm now offer Internet access as a primary service. Users can send emails, exchange views, shop for products, and access news, food recipes, art and business information [1].

Online purchases by both businesses and consumers are booming. So, it is important to let enterprises obtain the great benefits and increase customer satisfaction. The aim of this paper is to develop the interactive

customer experience framework achieving high benefits through customer experience, and putting the customer experience concept into a more practical application theorization.

2. Background

2.1 Internet Marketing Characteristics

Marketers who grasp what Internet technologies can do will be better poised to capitalize on information technology. Internet Marketing (IM) is a field which is continuing to grow. Its characteristics as follows [2]-[5]:

□1 □ Global reach

The Internet helps business reach the whole world;

□2 □ Real-time access

The Web makes it possible for customers to interact immediately;

□3 □ Information equalizer

Firms employ mass customization of communication, and consumers have more access to product information and pricing;

□4 □ Richness

Multimedia and information can become vivid;

□5 □ Market deconstruction

Many distribution channel functions are performed by nontraditional firms and new industries emerged.

2.2 Integrated Marketing

Communications

Integrated Marketing Communications

(IMC) is capable of enhancing the holistic consumer experience and creating a holistic brand value structure, which can unite the consumer's sensory, emotion, social and intellectual experiences[6]-[8]:

(1) Put consumers in core of marketing strategy;

(2) Pay much attention to Brand strategies;

(3) Establish long-term relationship between enterprise or brand and consumers;

(4) Using more information technologies be marketing tools;

(5) Integrate communication tools.

2.3 Customer Experience

Customer Experience (CE) is some feeling and experiences customers got through shopping process[9].

Schmitt[10]-[11] proposes that the five experiential components of customers (sense, feeling, thinking, acting and relating) form the base for the customer experience. Using different modules of the five components, brand marketers are able to :

(1) Gain original insight into the customer world;

(2) Develop an experiential strategy platform;

(3) Create a unique and vivid brand experience;

(4) Provide dynamic interactions at the customer interface;

(5) Innovate continuously to improve customer lives.

3. The Interactive Customer Experience Framework

This paper combine “Integrated internet marketing framework” [12], “Strategic Experiential Model (SEMs) ” [10], the strategies of Internet and IMC theory to develop an interactive customer experience framework. This framework including three main processes: “Making Strategy”, “Executing Communication” and “Becoming Connection”, as shown in Figure 1.

3.1 Making Strategy

The “Making strategy” is core of the interactive customer experience framework. It can connect with the Strategic Experiential Model’s elements-- “Feel”, “Think” and “Act” [10].

The system can use the primal data in customer experience making the life styles, product trend and brand meaning with products’ plan. The website can both have completely strategy planning, changeful user interface and create different customer experience through the interaction, brand stories and social cultures. The brief description is following:

3.1.1 Building E-brand strategy through the feel

Through communication of brand story, symbol meaning and life style can provide consumers some brand feeling, experience and emotions.

3.1.2 Using the think helps continued creativeness

Making customers’ creativity together and blending into development of products, brand design and experience model’s creativeness can help enterprises’ strategies to achieve consumers’ need. Beside, continued creativeness not only bases on customer opinions change their strategies, but put them into website continued business plan.

3.1.3 Using the act designs customer experience center

Customer experience center sets up long-term behavior model and life style with consumers. Using the act designs customer experience center not only can analyze the characteristics of single customer and group, but also find out the rules to distinguish customer’s consumption type in the short time. In addition, information technology could help creating new experience models by automatically.

3.2 Executing Communication

The website will expose the specially experience situations, product information and contents of services with consumers through the user interface and activated contact. The sense can provide some stimulus from touching, vision or hearing. Using some information technologies we can collect and store up customers’ transaction data. Those data will be provided to analyze customers’ experience or build up creativeness strategies. Executing communication has two main blocks, including “User interface” and “Customer experience database”.

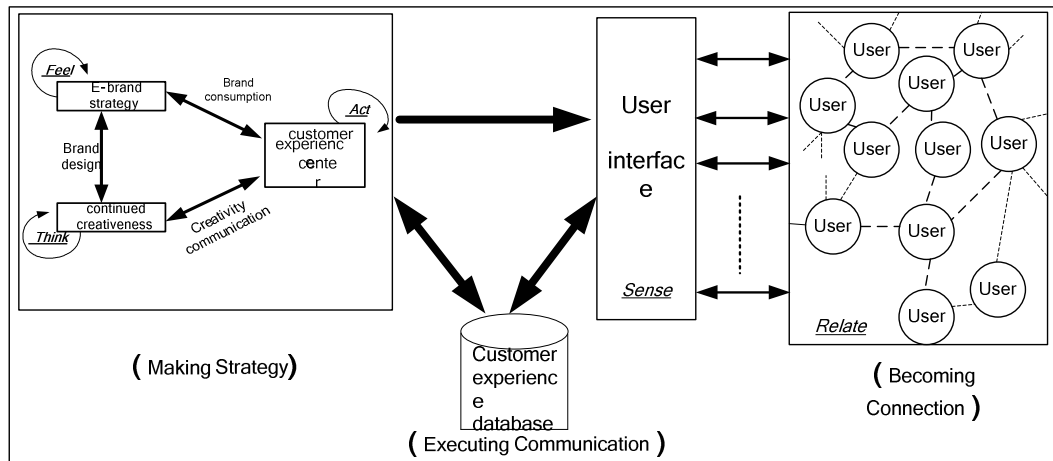


Figure 1 Interactive customer experience framework.

3.2.1 User interface

User interface is a medium interacting with consumer. There are some functions could supply different experience model to excite person’s senses and to make movement revises. We can collect customer’s commands and information from the user interface.

3.2.2 Customer experience database

The most important function of customer experience database is keeping customer’s basic information, liking, characteristics and bargain information. These will provide to analyze customer experiences or other applications.

3.3 Becoming Connection

Becoming connection is creating the relationship between website and users. The “Relate” could connect with personal experience, brand culture, social values and group opinions to establish power of interaction in each element.

3.3.1 Connection between consumers and website

If consumers search some information or services voluntarily those have more powerful interrelationship, effectiveness and higher relation. On the contrary, if consumers is passive behaviors that some relationship between consumers and website are both weakly.

3.3.2 Connection between consumer each others

If the consumers exchange information by online focus group or interpersonal relationship, it would be creating connection actively, and the interrelationship will be exist. Through some online community activities could increase added values.

3.4 The Processes Communication

Using the application of IMC theory: “Communication integrate” and “Set up relationship” to make sure the framework would be work (shown in Figure 2).

The “communication integrate” can increase consumer’s memory to the E-brand through stimulating the sense of hearing and vision, and provide a suitable experience model for consumers and signal images,

orientation, messages and topic by different communication ways.

The main mission of the “set up relationship” is creating the website or brand’s long-term relationship with consumers. Great relationship would be reflecting the mental and physical spaces of the consumers, moreover increase their shopping wills and loyalty. Furthermore, this will offer innovation to websites and customization or one-to-one marketing in the positive way.

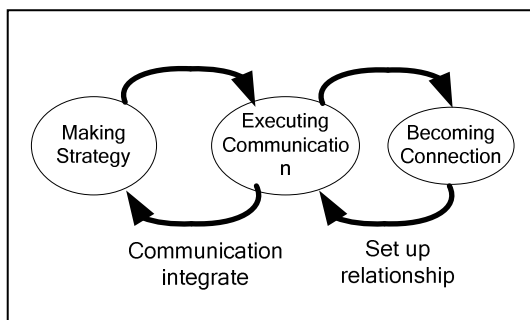


Figure 2 □ The processes communications.

4. Conclusion

This article proposes an interactive customer experience framework, which applies the experiential marketing conceptualization, E-brand and integrated marketing communications, and thus establishes a more comprehensive perspective of internet marketing. The fundamental idea is to stretch beyond the traditional boundaries of marketing manufactured and service products into a realm that focuses on what experiences the product may generate to make daily life more enjoyable through the Internet.

This framework including three

processes: (1) the “making strategy” can analyze immediately the information of customer experience and create the suitable experience model; (2) the “executing communication” can provide the vivid webpage and activated customer experience through stimulating customer’s sense; (3) the “becoming connection” can create the interaction relationship between website and users. This framework not only can combine marketing resources effectively, let enterprises obtain the greatest benefits; it also provides total consumer experience and increase customer satisfaction.

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