

Technicon

Knowing Your Customer

Your Web site lets you cast a wide net to market your products. However, success comes not from simply attracting visitors to your site, but from turning visitors into regular customers.

In this environment, the need to know your customer has never been more important.

TechniCon's CustomCommerce systems collect flexible and extensible customer information that can be used to assess customer needs, identify industry trends and generate sales leads.

SMC, the world's largest manufacturer of pneumatic components, uses CustomCommerce to help its customers select products, configure options and download CAD files.

Web site activity logs are pushed to a custom reporting application, funneling hundreds of leads a day to SMC's sales staff at the lowest cost-per-lead ratio of any SMC marketing activity.

TRACK ACTIVITIES NOT HITS

Conventional Web logs are limited to tracking mouse clicks on Web pages. While providing useful feedback on site traffic, this data is too imprecise to guide your sales and marketing efforts.

As a Forrester Research report on Web initiatives concluded, "Using hits and page views to judge site success is like evaluating a musical performance by its volume."

CustomCommerce can log specific events that occur during a customer's visit to your e-commerce site and can track data that is typically absent from Web logs, such as which items were added to and removed from the shopping cart.

By capturing specific site behavior, customer preferences can be identified and used to enhance your customer's online experience and your e-commerce revenues.

TRACK TO MEET YOUR NEEDS

CustomCommerce uses a template-based user interface that separates a site's presentation and data layers. Codes can be inserted anywhere in a Web page's template to log an event.

For each event, the following information is tracked:

- User identification (or "anonymous" if login wasn't required)
- Date and time
- Name of event
- Optional catalog, line and node codes
- Event-specific data

Catalog codes identify which CustomCommerce catalog generated the log record. CustomCommerce sites can offer products from multiple catalogs.

Line codes designate the highest level of a product hierarchy, such as a product line. Node codes identify a product or product group in the hierarchy

Log-in can be required to enter a CustomCommerce site or for specific activities, such as downloading CAD data or product brochures.

For each site visit, a user's history can also be tracked, including:

- Time of last login for the user
- Number of logins for the user

EVENT-SPECIFIC DATA

In addition to user and product information, data specific to the activity being tracked can be logged, such as the name of a file being downloaded or the keywords used in a search.

If a product is configurable, the product's initial or current configuration state at the time of an event can be logged.

Following are examples of event-specific data that can be tracked. The items listed are not definitive. Any aspect of a Web page can be logged to meet your specific tracking needs. ■

Home	E-Tech Reports	Diagnostics	Tools	Education	SMCUSA Admin
User Statistics	Customer Lookup	Model Requests	Leads Request		
Model Requests					
Display report for date range: 6/1/2003-6/30/2003					
From Date					
6/1/2003					
To Date					
6/30/2003					
	Model Name	Total Downloads	Config Names	User Report	
	KQ23001N	929	View	View	
	MXS3123	729	View	View	
	CQ22031	663	View	View	
	MGPM2139	589	View	View	
	KQ23131	470	View	View	
	NCQ22031N	417	View	View	
	NCA12008N	414	View	View	

▪ **Catalog Hierarchy Traversal**

Organizations can gain insight into general product interests by tracking site navigation of the catalog hierarchy.

- Name of the Web page displaying the catalog structure
- Name of the catalog structure displayed on the page
- Catalog structure type

▪ **Catalog Product Hits**

Data can be collected on customer interest in specific products.

- Name of product
- Initial configuration state, if available

▪ **Product Information Downloads**

Any user activity that involves product collateral or file downloads can be logged.

- Product identification
- Configuration information, if available
- File type, or the class of download (e.g. CAD file or “user manual”)
- Name of the downloaded file

▪ **Checkout and Shopping Cart**

Data can be collected for each step in the shopping cart and checkout process.

- Items added and removed from the shopping cart
- Stage in the checkout process (e.g. shipping and payment)

▪ **Searches**

Organizations can assess the needs of their customers and the effectiveness of the site’s search tools by tracking search events.

- Type of search
- Search criteria
- Number of search hits
- Searches that did not return hits

▪ **Favorites**

Users can save configured and commonly accessed products in online “Favorites” folders to easily select these items in the future.

Data can be collected on folder usage.

- Favorites action (e.g. add, move, copy, delete)
- Product(s) associated with the action
- Product configuration(s), if available

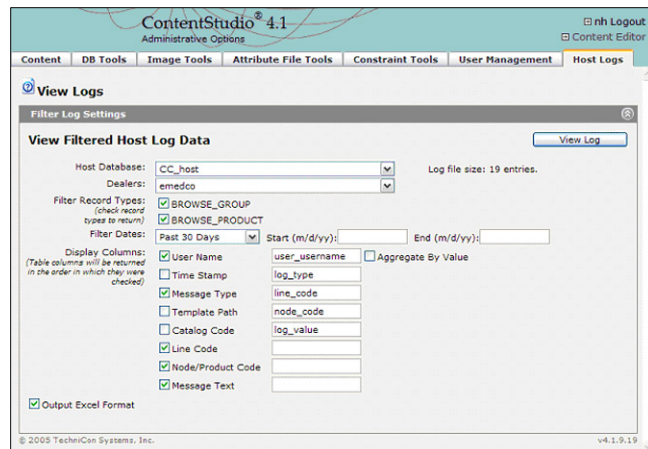
INTEGRATED LOG VIEWER

A simple-to-use log viewer is built into TechniCon’s ContentStudio catalog manager, allowing users to filter, sort and sum log records.

Log data can be viewed in Web page tables or in a spreadsheet format.

Stored in the host database, the log data can be accessed by external reporting applications, downloaded into spreadsheets, and integrated with CRM and other customer data.

TechniCon can also develop custom reports that can be automatically emailed to sales and marketing staff.



	A	B	C	D	E	F
1	User Name	Log Type	Line Code	Node Code	Log Value	
2	admin	BROWSE_GROUP	cust	6510	Semi-Custom Industrial Signs	
3	admin	BROWSE_GROUP	cust	6588	Custom ProGard Aluminum Plates	
4	admin	BROWSE_GROUP	cust	6975	Custom Products	
5	admin	BROWSE_GROUP	cust	6975	Custom Products	
6	admin	BROWSE_GROUP	cust	6998	Custom Labels	
7	admin	BROWSE_GROUP	cust	6999	Custom Signs	
8	admin	BROWSE_GROUP	cust	7000	Custom Products	
9	admin	BROWSE_GROUP	cust	7308	Custom-Wordings Anti-Slip Floor Decals	
10	admin	BROWSE_GROUP	cust	7475	Facility Marking	
11	admin	BROWSE_GROUP	cust	7475	Facility Marking	
12	admin	BROWSE_GROUP	cust	7490	Shipping & Tripping	
13	admin	BROWSE_GROUP	cust	7495	Floor Stands	
14	admin	BROWSE_GROUP	cust	7500	Traffic Control	
15	admin	BROWSE_GROUP	cust	7500	Traffic Control	
16	admin	BROWSE_GROUP	cust	7500	Traffic Control	
17	admin	BROWSE_GROUP	cust	7500	Traffic Control	
18	admin	BROWSE_PRODUCT	cust	65121	Custom Design	
19	usr	BROWSE_PRODUCT	cust	65121	Custom Design	
20	usr	BROWSE_PRODUCT	cust	65121	Custom Design	
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FOR MORE INFORMATION

155 Filbert Street, Oakland, CA 94607 | 510-653-9163

info@technicon.com | www.technicon.com