

The end of amateurism in Web transactions

by Emerson Murakami

It is reality that for many companies, the Web is becoming an important channel for sales, marketing, communication and media strategies for the other products. Most of them make use of the Internet to enhance their brands, attract new customers and to communicate with partners and customers. But, the common and leading goal to these companies has been always to increase revenue.

To achieve these goals, companies have a large number of transactions on their web sites, which do not always involve the exchange of goods for money. In this case we can consider the term "transaction", as the sending of a form containing information such as: user registration, consultation for a particular flight on a site of an airline, consultation on the availability of rooms in a hotel, issuance of summary of the bank account, etc. That is, all action of sending a request for information can be regarded as a transaction.

Some companies use these transactions through more sophisticated processes, to obtain personalized information such as geographic region, gender, age and preferences of purchase from visitors to its web site. After identifying these data, you can set a filter of such information, offering internet users only what really interests you, based on your preferences, previously set for them.

This whole process helps companies in various marketing activities, such as the launch of new products. Knowing the real need and profile of the visitors of the site is possible to trace campaigns entirely based on profiles of users. To reach this result, some transactions are generated on servers, creating pages more interesting and attractive.

For this reason, among others, the number of on-line transactions has multiplied significantly in recent years. Currently, we have a multitude of dynamic pages, secure web sites, integrated pages to search engines and more recently pages with multimedia content. With the growing number of interactions, we have noticed an increasing complexity to achieve this capacity for interaction with the user.

Today, a simple transaction for the purchase of a book, may involve a large number of sub-transactions such as the simple view of the homepage based on user preferences, the search for the book desired, the verification of inventory, the addition of the item the shopping cart, the method of sending the goods, the form of payment, confirmation of the application and perhaps, finally, a generation of the number to monitor the entire process of logistics delivery of the goods.

The increase of such sophistication in the way of transactional on a website has generated a number of benefits to users, but that happens only when all these transactions occurs perfectly. Following the trend of increased complexity of transactions, the presence of faults can cause dissatisfaction of the internet for not having achieved to achieve a transaction.

Besides all the complexity needed to carry out online transactions, there are still the problems of performance, which in many cases are confused with flaws in the transaction and may even come to create the feeling of insecurity users, who end up leaving without informing the achievement of your transaction. A delay in the response of a transaction for a reservation of hotel, for example, can make the user give up and go to another hotel closer - after all, for that to happen, we need only one click.

But much worse than a failed transaction is the company's failure to recognize the problem. It is indisputable that companies are turning their attention to the Web world, investing increasingly in this channel of business, on the other hand, customers increased their level of demand with respect to the facilities of the process of buying and mainly to the performance of these transactions. Today the time in which a transaction or a site all go off the air, will be much more costly for the company, compared a few years ago. Being notified by a customer that the transaction of purchases is out of air can create serious damage to the image of the site.

In this scenario, we must initiate active processes of monitoring of online transactions, from the simplest forms, such as contacts, and especially to the transactions of purchases. Furthermore, monitor the performance and availability of transactions involving complex technologies has become a big challenge to the teams responsible for the site. Implement a monitoring project requires a clear vision of what is going to monitor and what the processes that will bear the monitoring for cases of failure.

Adopting a solution of monitoring that works with the same perspective that an end user and can analyze in detail a transaction end-to-end, companies will have a greater credibility to their customers, increasing the quality of services offered on their websites.

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