



## *Offers the best experience of purchase for the web customer*

### **Scenario**

The dynamics of the e-business universe, reducing geographical borders and running 24hs a day, has brought new business opportunities and new challenges for web managers. In the web world, a purchase is all in a few mouse clicks. If the consumer does not find that what he demands in a particular website or if they are unavailable, he will quickly look for the product in another site. With relative ease the consumer can also consult the offers practiced by different competitors and from there, take your decision to purchase. This makes the process of buying much more competitive on the Web, requiring managers agility and flexibility to respond to the changes and demands of the market.

### **Challenges**

Availability and performance aspects are extremely critical for businesses of ecommerce. In an environment of constant updates, keeping intact the links and dynamic content of the pages is another challenging task.

For managers and web marketing professionals is also of extreme importance can see closely the customer experience to navigate on its website, as well as the experience of consumers in competing sites or similar. The manager of the Web business should go beyond the statistics of abandonment of the shopping cart. It must identify possible causes of a waiver at the time of purchase, anticipate problems that may affect the user experience and identify fast strategies adopted by competition in order to ensure the best experience of the purchase your customer.

### **How the Webfeel can help?**

The Webfeel Service's Portfolio provides a monitoring and a rich array of data relating to access to pages and transactions, generating detailed reports of availability and performance. The Webfeel can do simulations programmed to detect possible failures, test the availability of content and measuring times of access. It can also monitor the catalog of online products, which allows for accurate tabulation and a precise control of the vacancies, ensuring the integrity of information.

With the Webfeel, the area of IT can quickly be notified of the problems and failures detected, in addition to monitoring the performance and performance of the website, aligning expectations with the web managers and better planning of the development of its infrastructure technology. You can also run tests that simulate situations of peak or higher demand on the services of a website. This service is extremely important when the company plans a marketing action that may lead to an increase in hits to its website.

The Webfeel allows the monitoring of competitors, from the performance and availability of the site to the commercial offer. The monitoring of the experience of a customer on a website competitor may offer important information to companies for the establishment of standards of quality in service and metrics for monitoring the availability and performance of the site. The ability to monitor prices and deals practiced by competition brings agility to the business and greater capacity to respond in this competitive segment.

