

Vodafone

Website Visitor Profiling and Usability



iReach completed a website research project for www.vodafone.ie that receives 3 million visitors per month. Our online research received over 16,000 responses to our survey link on the website in just over one week.

www.vodafone.ie

This Website Profiling project in 3 Phases included an incentive based online survey of business and consumer mobile phone visitors to the website. A key deliverable from the first phase of this project was the development of a 'wish list' of enhancements (content and features) as suggested by the website visitors.

Phase 2 included a representative survey of online users in Ireland to understand the requirements of mobile phone users across all providers and also to weight or rank suggested enhancements so as to prioritise potential website changes or additions. The final phase of this project included Qualitative Focus Groups across key Vodafone and non-Vodafone customer types and Business and Consumer segments to discuss the suggested and planned website enhancements.

iReach Methodology

An integrated 3 phased project using a mix of Quantitative and Qualitative methodologies to capture feedback from Vodafone website visitors, to identify potential website enhancements in terms of content and features. Further phases were designed to distil these



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Project Summary

The objective was to understand what kind of information and functionality would distinguish the Vodafone Ireland Website as 'best in class'. iReach Research supported plans to add additional features and functions to www.vodafone.ie website to enhance the online customer engagement and also to enhance customer experience.

Insight through Innovation

Insight through Innovation defines our pioneering approach to Market Research. Through the use of new techniques and methodologies, we deliver insights illuminating marketing and brand opportunities. We uncover such opportunities through our unique combination of the best people, best technologies and best research practices to guide sharper decisions.



Online Surveys



Online Focus Groups



Ad Testing



Specialist Panels