

RESPONSIVE DESIGN BOOSTS CUSTOMER ENGAGEMENT RESULTS

April, 2014

The web has become a ubiquitous channel in customer / company interactions. As customers use an ever growing array of technology tools to access and share content on the web, it's critical to ensure that each visit is optimized for these devices. This is where responsive design comes in. It helps companies ease customer effort in consuming content, as well as create immersive interactions.

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“Responsive design is crucial to help companies enhance their website visitor experience.”

Optimizing the Web Experience for Devices is Crucial

Findings from Aberdeen's March 2014 [*State of the CEM Market 2014: It's All About Better Use of Customer Data*](#) study show that the web is a ubiquitous channel in customer experience management (CEM) programs. Ninety-three percent (93%) of companies use it to interact with clients.

In an omni-channel environment where approximately nine out of ten businesses are using the web and 20% of the web traffic is coming through mobile devices such as smartphones and tablets ([see related study](#)), companies must ensure that their website content is optimized for multiple devices.

Responsive design provides companies with such differentiation by ensuring that customers have an optimal viewing experience of content on the company website – regardless of the devices used. This means minimizing the need to scroll, re-size or pan excessively to view the web content.

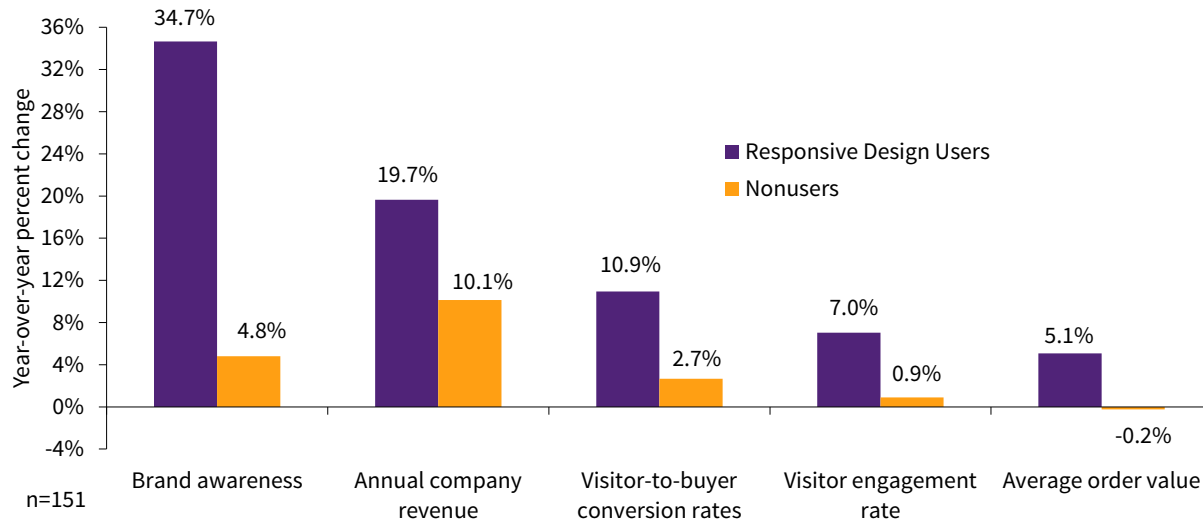
While delivering a superior web experience is a key differentiator, the benefits of responsive design go beyond that.

Customers who have issues viewing website content when visiting it through different devices are less likely to return to the site, compared to viewers who can seamlessly consume the web content. Businesses use a variety of methods to identify the persona of their visitors, these range from placing cookies within a browser into identifying the approximate location of the customer based on their [internet protocol \(IP\) address](#). The insights from this process are then used in conjunction with web analytics and WEM tools to analyze how different customer segments interact with website content.

By determining how content drives website visitor behavior, companies then tailor their content to what best meets the needs and wants of each visitor. As a result, visitors are far more likely to interact with the website content, and purchase products and services. While responsive design is not involved in personalizing the web content, it helps companies ensure that the personalized content is easily viewable across different devices. After all, personalized web content delivers minimal value if visitors can't easily navigate the website through their devices. To this point, Figure 1 on next page shows that responsive design users achieve far better annual improvements in key measures such as annual company revenue, compared to companies not using responsive design.

- ➔ [Read the full report, Optimizing the E-Commerce Experience: Empower Your Employees to Curate Content](#)
- ➔ [Related Research, State of the CEM Market 2014: It's All About Better Use of Customer Data](#)

Figure 1: Responsive Design Improves Annual Performance Results



Source: Aberdeen Group, April 2014

As depicted above, companies incorporating responsive design within their web experience management (WEM) programs are enjoying far better visitor engagement rates, compared to non-users. Visitor engagement rate refers to the percentage of site visitors interacting with the site content (clicking), as compared to the total number of visits to the same site. Minimizing the need to pinch and zoom excessively during a website visit allows customers with ease of navigating content. Ease of finding the right products / services during website visits ultimately translates into greater revenue generated through website visitors.

Another benefit of responsive design is ensuring that the website content has the same look-and-feel when viewed through different devices. This helps companies deliver a uniform brand experience when viewing the company website, resulting in significant annual improvements in brand awareness.

How to Get Started with Responsive Design

The findings noted above validate that incorporating responsive design within WEM programs helps companies maximize their

30%

**of companies are
using responsive
design as part of their
web experience
management
programs.**

performance. So, how do you get started with establishing this key technology enabler within your WEM activities? Aberdeen recommends the following:

- ➔ **Don't boil the ocean; determine the right devices through which customers are visiting your website.**
Use web reporting and analytics tools to analyze current web visitation data and the devices related to it. Survey your clients to determine their preferences as to which devices they want to use to visit your website.
- ➔ **Determine technical specifications.** Once you identify the relevant devices, determine the technical specifications (screen size, mobile operating platforms, etc.) associated with each one in order to adapt your web content to those specifications.
- ➔ **Continuously improve.** Customer preferences on technology tools evolve rapidly. Repeat steps one through three in this section regularly in order to stay up-to-date with the devices widely used to visit your website.

About Aberdeen Group

Aberdeen Group conducts research focused on helping business leaders across sixteen different B2B technology disciplines improve their performance.

Our process is simple – we conduct thousands of surveys every year to identify top performing organizations and uncover what makes them different. We share these insights back with the market in the form of in-depth research reports and content assets to help our readers build business plans capable of driving better results with the right set of tools to help them get there.

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