

YCNG x DataDuo

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Digital Insights: YCNG



The DataDuo



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Objectives

- **Accessibility and Usability:**
How do customers rate the accessibility (navigation, clarity, mobile responsiveness) of YCNGA's website?
- **Task Efficiency:**
How do customers rate the efficiency of YCNGA's website in completing tasks (e.g., bill pay, service applications)?
- **Content Relevance:**
How do customers perceive the relevance and usefulness of content on YCNGA's website?
- **Satisfaction:**
To what extent does website content personalization influence customer trust and satisfaction?
- **Overall Impact:**
How does overall website experience (combined accessibility, efficiency, content) predict willingness to recommend YCNG?



Overall Hypothesis

Higher perceived digital usability leads to significantly higher customer satisfaction and engagement



Demographics

We ended with 79 able to use respondents



Age

58% of respondents were
65 +



Gender

50.6% respondents were
male, 41.8% were female,
and 6.3% preferred not
to say



Income level

44.23% of respondents have
an income of
\$100,000-\$150,000



**More about
respondents**

General Findings

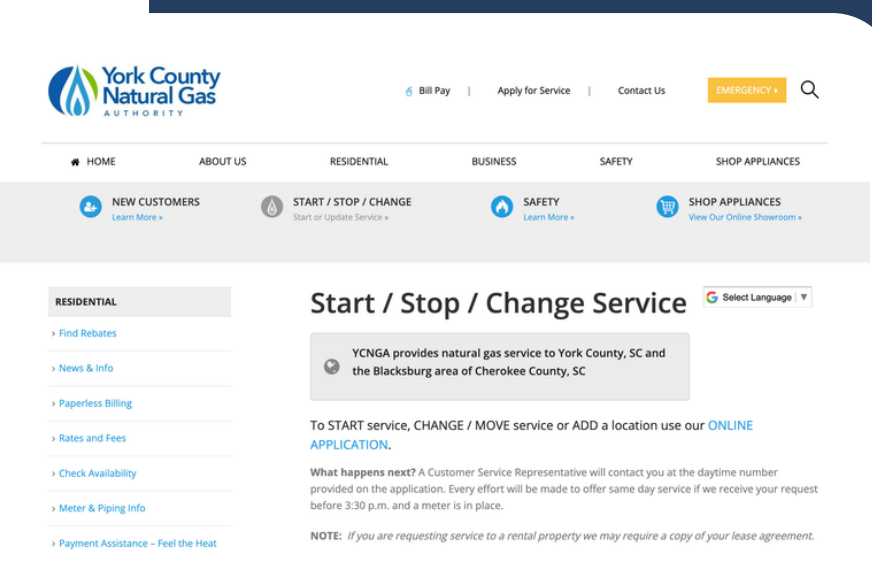
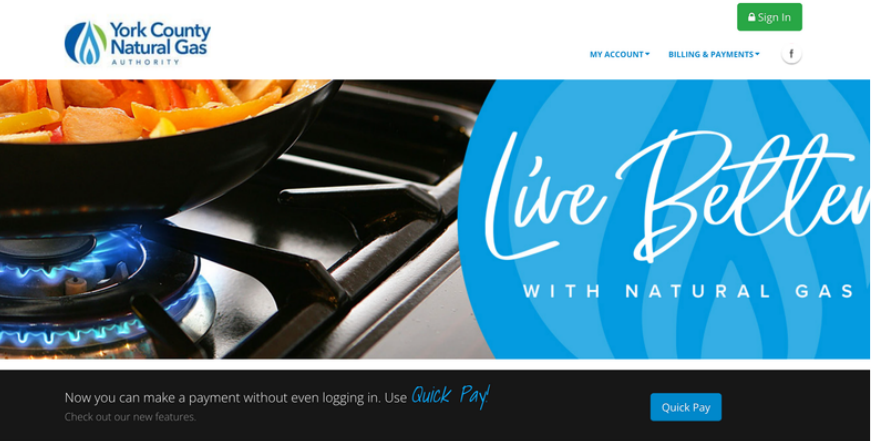
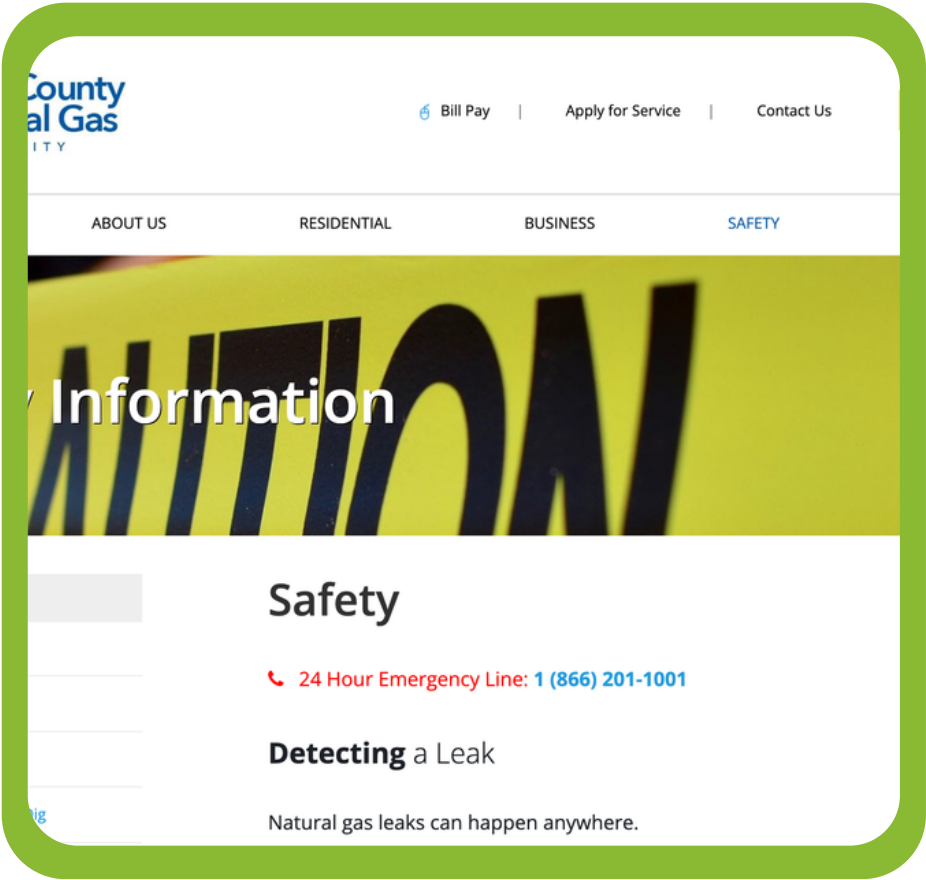
- ✓ 92.4% of respondents are primary account holders
- ✓ 88.6% said they visit the site at least once a week
- ✓ 58.2% would rather use the website than the mobile app, call, or go in store for help
- ✓ 64.6% of respondents have been customers for over 6 years & 38% for over 15 year



Page Usefulness

- 1. Manage My Account (58.2%)
- 2. Safety (27.8%)
- 3. Apply For Services (34.2%)
- 4. Residential Page (17.7%)
- 5. Shop Appliances (25.3%)
- 6. About Us (27.8%)
- 7. Business Page (53.2%)

We had the respondents rank each of these pages out of usefulness to them





Show Room

We found a strong correlation between perceived understanding of what the showroom is and what it offers



Tips section

32.9% respondents stated it would be **very beneficial** to have a tips section on how to save money

Personalization

38.0% of respondents agreed that personalized reports would be **very beneficial**

Content Relevance



Perceived Accessibility

- **Willingness to recommend the site**
There is a **significant association** between perceived accessibility and customers willingness to recommend the site
- **Ease of Tasks**
40.5% of the respondents **strongly agreed** that the website made it easy to pay their bills
- **Ease of Navigation**
41.8% of respondents said they somewhat agreed that the site is easy to navigate
- **Live Chat Box**
75.9% of surveyed respondents deemed a live chat box to be at least “somewhat beneficial”



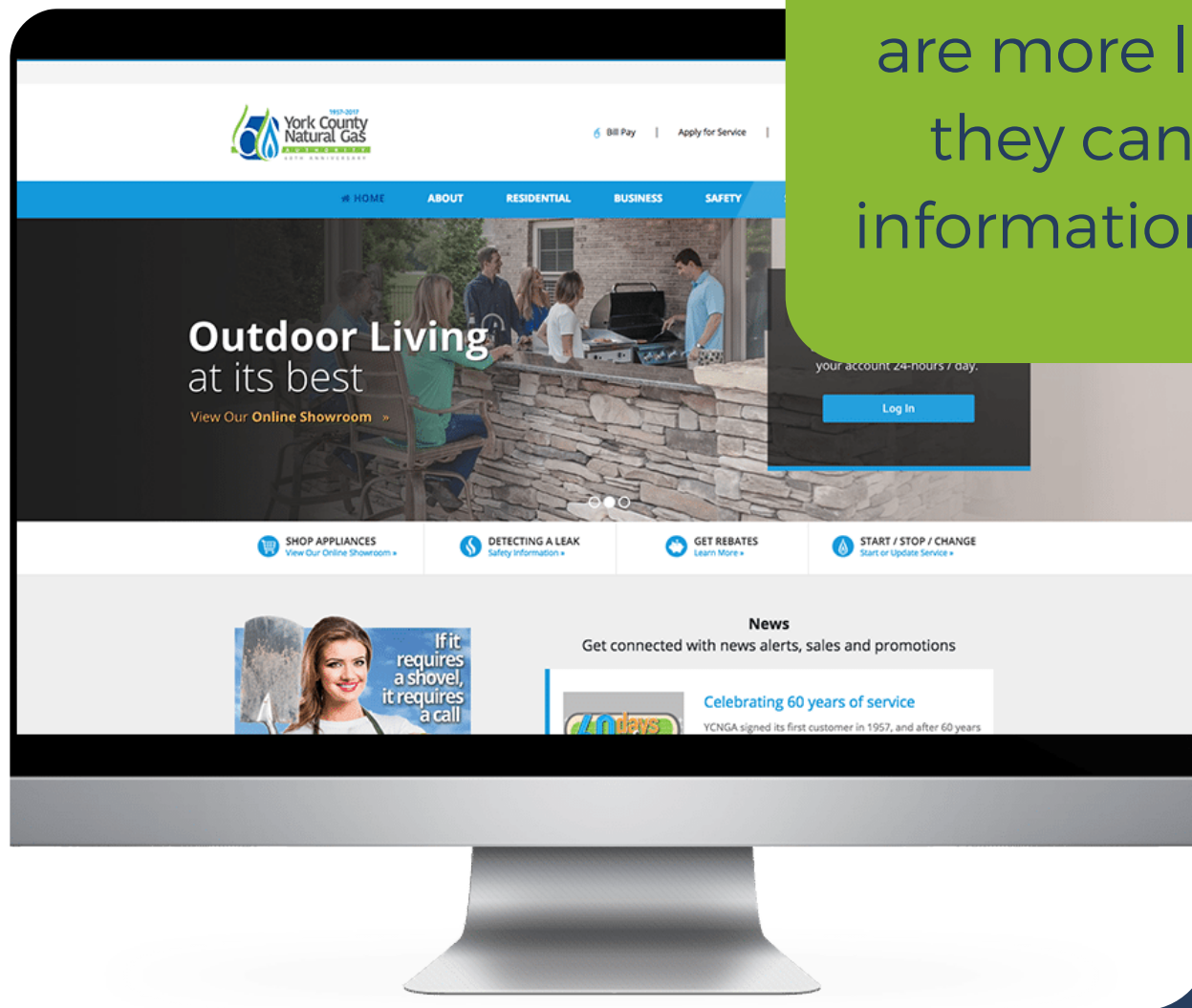
**Rate Of
Significance**

Accessibility
deemed most
important when
visiting a website



If a customer agrees that the site works well on their mobile device & PC (32.9%, 43%), they are more likely to agree that they can quickly find the information they need on the site

Perceived Efficiency



Time Saving Efficiency

49.4% of respondents **somewhat agreed** that they can quickly find the info they need on the site



Willingness To Recommend

If a customer perceived the website to be efficient, they are more likely to be willing to recommend the site to others



Limitations

Age demographic

Income level

Current Satisfaction





Recommendations

Strengthen Mobile Optimization

Mobile performance
strongly predicts
perceived efficiency

Improving mobile performance
directly boosts efficiency
perceptions ---> which
increases willingness to
recommend the site

Improve Navigation Structure

Accessibility strongly influences
willingness to recommend the
site

Improving navigation is one of
the fastest ways to improve
overall satisfaction because
“ease of navigation” was
consistently only somewhat
agreed upon, not strongly
agreed.

Introduce “Money- Saving Tips”

Customers across all income
levels want this content

This section aligns with
customer expectations and
strengthens content relevance +
perceived personalization, two
areas currently rated only
“somewhat agreed.”



Recommendations

Personalization Tools

Customers think personalized reports and reminders would be helpful, even though they don't currently feel content is personalized.

Personalized tools increase satisfaction even if customers don't currently feel personalization exists.

Live Chat / FAQ Section

Customers rate live chat only as "somewhat beneficial."
This means demand exists—but not enough to justify a full 24/7 staffed solution.

A guided Chatbot FAQ supports task-efficiency without overwhelming customer service teams.



Thank You For your Attention

End Slide

Contact Now

