

National Conference Minutes

Date: 18th November 2013

Head Office staff involved: Joanne Campbell, Matt Baines, Stephen Morley, Kevin Woods, Adam Thomlinson, Amy Cross, and Ryan Prior

DESIGN

Images submitted in a website design brief

It has come to our attention that a lot of images provided within a website design brief, are not to the required quality. Images that are provided need to be a minimum of 72dpi and not blurry.

Website Portfolio

A few comments have been made on improvements that could be made for the website portfolio:

- The colour section is a bit loose. I.e. green section does not portfolio many green websites. There are green elements on the websites, but they are not the primary colour used.
The portfolio will be reviewed to ensure nothing is incorrectly classified.
- The styles section needs reviewing. I.e. Alexandra's Lingerie is in the organic section.
The portfolio will be reviewed to ensure nothing is incorrectly classified.
- Franchisees have asked that we don't show websites that look poor when clicked through to the live website.
Please let us know of any websites that are poor and we will then review the websites from the portfolio. This should be part of your quarterly client care check.

Website Design Check

It has been asked that we perform a website design check before promoting the website on social media platforms.

Amy now checks with the designers before promoting a website.

'Email Setup Help' Email

It has been asked whether this email can be styled up and if it is possible to make the link to the email setup help website more prominent.

This will be restyled when we review all of the it'seeze Admin System emails.

dotMailer

It has been asked if we can make available a number of images for email campaigns. I.e. it'seeze and website related images, etc. It has also been asked that if a franchisee adds a new contacts to their CRM System, whether the integration with dotMailer will automatically add the contacts into an address book within their dotMailer account.

We will make available a number of images for email campaigns which will be added to the it'seeze Franchise Forum. Any new contacts/accounts created in SugarCRM will automatically be created as a recipient in an address book with dotMailer.

Client Demo Website

It has been asked if the multi-level drop down navigation can be incorporated on franchisees' Client Demo Websites.

Kevin will be updating the master copy so it makes use of the multi-level drop-downs automatically.

Emails from the it'seeze Admin System

The comment has been made that franchisees would like to see all emails sent from the it'seeze Admin System to be more user friendly and styled up. They appreciate the effort that has already gone into the new look emails but believe the emails can still be improved.

All of the emails sent from the it'seeze Admin System shall be reviewed in terms of their design and content.

DEVELOPMENT

it'seeze Admin System – Content Improvement

We launched at the National Conference a preview of the improvement that will be made with the content section within the it'seeze Admin System. The improvement will see the notes section removed, however franchisees have asked whether there called still be a notes section to include additional information. Franchisees have also asked if it is possible to have access to the new content section within the it'seeze Admin Demo before it goes live.

Additional notes will still be possible to add. As with all it'seeze Admin System changes, this will be available on the it'seeze Admin Demo version before going live.

IMAP

This will be introduced in 2014.

Google Analytics Notes

Franchisees have asked if we can incorporate a notes section within the it'seeze Admin System so they can see when the setup of a customer's Google Analytics profile is complete.

This will be possible when franchisee notes are added to the it'seeze Admin System in 2014.

Statistics Tool

It has been asked if it is possible to track visitors instead of visits in the it'seeze Statistics Tool.

The built-in statistics are deliberately implemented server-side to ensure the data is 100% accurate. This does however limit its ability to track visitors across different pages. This is why we add Google Analytics to websites, for more advanced (if somewhat less accurate) reporting.

Blog Component

Franchisees have asked about a blog component within the it'seeze Editing System.

It has not been a priority to date as most customers have been happy to have a WordPress blog styled to match their website. We will reassess future development priorities after the shop improvements are finished.

Industry Sectors

It has been asked what our most successful industry sectors are. It is suggested that we integrate the industry sectors within the it'seeze Admin System.

We will be implementing this in the it'seeze Admin System in 2014.

Development List

It has been asked what is on the development list.

We do not disclose most planned developments as they will inevitably be promised to customers and this reduces our flexibility to update our development plans in response to the changing commercial environment.

Site Creator

It has been asked when the Site Creator is going to be redeveloped after we have informed them not to use the colour picker section.

This will be retired when we next get a new website server (i.e. 's2'). This should occur during 2014.

W3C Standard

It has been asked whether our websites are built to W3C standards.

This is an FAQ on the it'seeze website: <http://itseeze.co.uk/faqs/#w3c>

Customers within the it'seeze Admin System

Franchisees have asked if it is possible to separate their 'active' and 'inactive' customers within the it'seeze Admin System. They have also asked if it could be possible to delete customers that never signed up.

This is on the development list for 2014.

Paper Direct Debits

The comment has been made that there is always a delay with customers that sign up via a paper Direct Debit. Franchisees cannot input any information within the it'seeze Admin System until the paper Direct Debit is received by Head Office. The problem is, customers do not send their Direct Debit to Head Office as the it'seeze Admin System does not prompt them to do so.

This has already been implemented. A very large clear message is now displayed in red.

Mobile Phone Emulator

Mobile phone emulators are of little use as you can't emulate a high-density display on a low-density computer monitor. To preview a mobile site on a desktop computer just make the browser window narrower.

Prospects List

It has been asked if the 'Prospects List' within the it'seeze Admin System could include the following two things:

- Highlight any duplicates
- A tick box to allow the franchisee to tick a prospect if they have made contact with them

This is on the development list for 2014.

Domain Transfer Forms

It has been asked whether it could be possible to include a save feature in the domain transfer form within the it'seeze Admin System. This comes after comments made that franchisees are not always able to get hold of all details to transfer a domain in one go. They feel it would be a benefit to be able to add information in different stages.

This is on the development list for 2014.

Payment Sense

Franchisees have queried whether it would be possible to integrate with the payment gateway, Payment Sense.

We haven't had sufficient demand to justify the development time involved.

Ecommerce

Majority of franchisees avoid selling it'seeze Commerce as they believe the work involved does not warrant the income the amount they receive for a Commerce website. Franchisees have also made the comment that selecting countries within the shop admin needs to be easier.

We are looking into the cost and features included in this package. A decision will be made before launching the new shop administration system.

Cancellations – transferring away

One reason that customer's cancel, is to transfer away to another company. We are trying to establish why this is. The more information we can get from franchisees the better.

We have asked that if it'seeze receives a cancellation request, the franchisee gets in touch with the customer to find out the reason why so we can act accordingly. We will be implementing a cancellation request link in the it'seeze Admin System for customers to complete at a future date.

Adding Products into the Webshop

Customers have the ability to add products to their Webshop as soon as the website has been created within the it'seeze Admin system. They do not have to wait for the website to be designed by Head Office. Once the website has been created within the it'seeze Admin System, a link to the website will be generated which can be passed on to the customer to allow them to start populating their Webshop.

Image Stock Bank

It has been asked if our image stock bank can be updated. There are currently only a limited number of images within our current stock bank. **Following Stockxpert's takeover by ThinkStock it is no longer possible to automatically pull out the list of images we've downloaded. We plan to put all of our collected images on a huge network-attached storage device, and then Stephen will write some code that constructs a database by analysing what's on the drive. This should happen during 2014.**

Social Media Icons

It has been asked if we could make available a number of different sized social media icons. **Stephen plans to create a website where these can be downloaded.**

Indexing for Responsive Websites

It has been asked if there will be any detriment to SEO when it comes to moving to response websites.

Stephen has made the comment that it will in fact be better and quicker as there will only be one website to be optimised.

FINANCE

Email addresses in the it'seeze Admin System

It was asked whether invoices that get emailed in the it'seeze Admin System, get emailed to all the email addresses in the 'Accounts' page or just the first email address.

All email addresses in the it'seeze Admin System will receive the emails.

Company Number

All Limited companies that are signed up must be marked as a 'UK Limited Company' within the it'seeze Admin System. It is also a requirement that their company number is also inputted.

Should the customer or franchisee not know the company number there are two ways to find the number:

- **Check the company's letterhead. It is a requirement for a limited company to display their company number on their letterhead.**
- **Look up the company in <http://www.companieshouse.gov.uk>**

Self-Billing Invoices

Self-billing invoices will from a future date be downloadable in the it'seeze Admin System rather than emailed to franchisees on receipt of payment. Therefore it will not be necessary to set up an email filter.

MARKETING

National Competitor Report

Following the last National Competitor Report we produced to compare our national competitors to it'seeze, Amy and Jonathan have been working on a second report and will be made available to franchisees in the near future.

The latest competitor reports shall be sent to all franchisees in December 2013.

Ecommerce Competitor Report

It has been asked if we can produce an ecommerce competitor report on our top national ecommerce competitors. **We will be reviewing those who are considered to be our main ecommerce competitors to assess how it'seeze compares in terms of price and functionality.**

dotMailer

All franchisees should now have access to dotMailer. Though franchisees will be using dotMailer, customers will not have access to this and instead can take advantage of MailChimp. Franchisees will be given 5000 credits each month. Unused credits will not be carried across into the next month.

Sugar CRM

Suzy has asked the question, what will happen if one of prospects in the new data already exists in her current data? Can it be marked as being part of the new data?

All the new data has been cross-referenced against the current data to ensure no duplications. Any current data which was able to be cleansed has been merged with the new data in dotMailer as these contacts are valid and because they were listed by Data Company we sourced from we know they are able to contact up to 3 times a month.

Monthly Promotional Email from Head Office

It has been asked whether it will be possible for existing customers to opt-out of our national monthly emails.

This is possible as all emails sent must include a 'unsubscribe' link which existing customers can click on.

It has also been asked if it is possible to personalise all emails sent from Head Office to both existing and new customers, to include franchisees' contact details.

In order to effectively analyse the results of national campaigns it is not possible to personalise national emails with franchisees contact information. The only way to do this would be to provide franchisees with the email template to which they personally send out but Head Office would then not have the ability to view a report to measure the campaign. In addition, it is important that national emails feature Head Office contact details as this is an additional method of communicating that it'seeze is a national brand which can create confidence in the brands credibility.

New Data

It has been asked that should we buy any new data in the future that the data includes industry sectors.

Most of the data most recently sourced does include industry sectors, however going forwards we shall ensure most (if not all) of the data does include the industry type.

ICE BREAKERS

Below are suggested ideas from franchisees for Head Office to potentially introduce to increase retention.

Green Group

1. Upgrade SiteBuilder websites to it'seeze Max.
Unfortunately this is not possible as we would have to redesign each and every website.
2. Lower the fee for website redesigns, or give franchisees more control on a website to redesign websites themselves. However, still have a quality check by Head Office.
We promote 'professional design' we must adhere to this. We will consider costs when looking into retention going forward.
3. Have navigational changes free of charge to ensure a site still works efficiently when the website gets bigger.
This is possible for websites that have horizontal navigation before drop down navigation was available. We will implement the change free of charge but an email must be sent to development@itseeze.co.uk to request the change.
4. Make the it'seeze editing system fully editable on tablets.
We aim to make the it'seeze editing system fully editable on tablets but this will take considerable time to develop.
5. Make our websites responsive so a Max website will automatically show a mobile version on a mobile device. Customers do not like editing multiple websites.
This is coming as discussed in the development workshop.

Blue Group

1. Have all monthly emails sent from Head Office to be personalised to include franchisees details. I.e. be sent from Head Office but have emails look like they are coming from franchisees.
In order to effectively analyse the results of national campaigns it is not possible to personalise national emails with franchisees contact information. The only way to do this would be to provide franchisees with the email template to which they personally send out but Head Office would then not have the ability to view a report to measure the campaign. In addition, it is important that national emails feature Head Office contact details as this is an additional method of communicating that it'seeze is a national brand which can create confidence in the brands credibility.
2. Free website refresh after a customer has been with us for three years.
Franchisees will continue to get a quarterly reminder to check their client's websites, however the reminder will now include advice about the franchisees needs to do depending on the situation so we ensure these checks become an essential part of a customer's retention.
3. Free mobile website after a customer has been with us for three years.
Responsive websites are being developed.

Yellow Group

1. Send regular emails to existing customers to remind them what they get for £40 a month and how to make the most of their website.
Franchisees will be provided with email template(s) in DotMailer to tailor accordingly and then send whenever appropriate to the necessary clients. However no reference should be made to the monthly subscription fee so as to avoid drawing people's attention unnecessarily to this fact.

2. Keep franchisees up-to-date with all Head Office contact and activity with an existing customer.
We will be adding a note section in the it'seeze Admin System for important information to share.
3. Incentive for being a customer for a long time. Two suggestions:
 - Reducing the monthly fee after a customer has been with us for three years.
We have decided not to do this as this would result in a reduction of residual income for franchisees.
 - Free website spring clean after a customer has been with us for five years.
This is something we need to carefully consider.
4. Maintain website turnaround or refund the customer one month's monthly fee if we are unable to meet turnaround deadline.
Turnaround time relates to content being submitted and production time. It is not directly related to the monthly subscription fee.

Top Five - Red

1. Employ an SEO Consultant or team at Head Office.
This is not viable. SEO is too time consuming. Refer to reputable 3rd party SEO companies if budget is available.
2. Introduce a 'Customer Feedback Form' and send out to existing customers when their website goes live, and every six months going forward.
We shall be creating a Customer Feedback Form that will be given to franchisees to send out so they can share with their customers whenever they feel it is appropriate.
3. Head Office to provide a social media service to our existing customers.
Social Media support is an additional service that franchisees can offer to customers and in turn increase their income stream so we are keen to encourage franchisees to offer this service, rather than Head Office. Nonetheless, we shall continue to provide links to 'useful' social media support documents within the weekly update emails from Head Office to assist franchisees in developing this knowledge base.
4. Introduce website awards, i.e. top websites of the week.
It is unclear how this would benefit client retention, however, we shall continue to actively promote via our social media channels and our national websites, those websites which are considered of an exceptionally high quality.
5. Employ a dedicated Customer Support Manager at Head Office, who can be contacted by existing customers without use of a premium number.
This is part of your service to a customer and why you receive residual income. We do cover support when required by our franchisees should they need clarification on any queries raised.