

National Conference 2015 Minutes

Date: 15th June 2015

Head Office staff in attendance: Joanne Campbell, Matt Baines, Stephen Morley, Kevin Woods, Adam Thomlinson, Amy Cross, Alex Potter, Ann Oldroyd and Naomi Bowden

IMAP

When will webmail be available?

Webmail will be available shortly we are just in the process of branding the system. We will communicate to all franchisees when it is available.

Will IMAP be available for existing customers?

No. Only new customers and those who upgrade to responsive will qualify. However, we are not promoting this to customers who are upgrading and ask that you refrain from doing so too. If an existing customer insists on IMAP, this will be reviewed on a per customer basis. There will be a fee for this, finance are looking into this and will inform you when fees are agreed.

Can we store emails locally to keep all emails (as emails are stored on the cloud with webmail)?

This will need to be requested on a per customer basis. The benefit of cloud storage over local storage is the increased security of your emails, should you be storing emails local and you then have a hardware issue you will lose all your past email history, which could be a major issue for companies. When using cloud based storage such as Zimbra, when you get your computer working again, it's simply a case of either logging into the webmail or setting up the email account on your email client again and all your emails will still be there.

Is there a mobile app for our webmail? If so, can customers still receive push notifications on incoming emails using the app?

We are currently unable to offer a branded app for accessing emails, but customers can use the email app of their choosing; all such apps will support IMAP access. If they use the phone's built-in email client then they will receive push notifications, while features of third-party apps may vary.

How are we going to promote the webmail app to customers?

This will be detailed within the 'email set up' email that goes out to customers.

Is it possible to still offer POP because of the allocated space limit with IMAP?

The chance of customers reaching the limit is unlikely. We can offer POP to customers but this will not be done as standard and will therefore need to be queried on a per customer basis. Alternatively, we recommend customers purchase additional space, finance are looking into this and will inform you when fees are agreed.

Can we produce a support document to show customers how to clear space in their emails to avoid reaching their limit?

Yes, we will produce this document within the next week. We will inform all franchisees as soon as this is available on the it'seeze Support Website.

What happens to a customer's emails if they leave it'seeze?

Their new provider can set up the customer's mailbox before they leave. Customers can then drag their emails across to the new mailbox.

Can a customer's emails be imported when they join it'seeze?

The customer can set up their new mailbox and then drag their emails across to the new mailbox.

Is there a calendar feature within our webmail?

Yes, in both the desktop and mobile version.

Can we provide out of office auto responders?

Yes, but they must be set up via the desktop version.

Pricing and using the it'seeze Admin System

Will all commerce data (i.e. categories, products, order history, etc.) be copied across to the responsive website?

Yes.

What is the upgrade fee for additional pages?

If the pages are to be populated by head office then additional pages (more than 5 pages Lite or 10 pages Max and Commerce) are £25 per page. Franchisees may provide this as an additional chargeable service, or the customer could populate the additional pages. For any new (extra pages) the fee is £35 per page, as normal.

Can a customer upgrade if they are still within their initial contract period?

Yes. A customer can upgrade at any time.

Is there a difference in the upgrade fee if the customer upgrades within their initial contract period?

No. For more information on what the fees are, visit

<http://support.itseeze.co.uk/consultants-area/price-guides-extras/>

What is the fee for upgrading customers who have paid for a non-responsive website where content has not yet been submitted?

The upgrade fee is £150 and the content will need to be submitted for a responsive website. In the case of a non-submitted mobile site, franchisees will be contacted by the support team for any of their customers in this category.

Who qualifies for the discounted £50 upgrade fee?

All customers who have made purchase of both a non-responsive desktop and mobile website from the 7th April 2015 to 15th June 2015 will qualify. Franchisees will need to contact finance@itseeze.co.uk to inform us of any customer wishing to upgrade, the discounted upgrade can only be actioned by head office, on the admin system.

Can we action downgrades within the it'seeze Admin System?

No. Franchisees will need to contact finance@itseeze.co.uk to inform us of any customer wishing to downgrade. Customers are unable to downgrade until they have completed their minimum contract term. Customers wishing to downgrade to Lite must reduce their website down to five pages before contact is made with head office.

If a customer upgrades to responsive would they start a new contract?

Yes. A new contract will be started for all upgrades. The only exception is a customer upgrading from Lite if they are still within their first 12 months, then they will remain on their Lite contract.

Is there an upgrade fee from one responsive website to another?

There is no fee if the customer is upgrading to Max. However, there is an upgrade fee of £100 if upgrading to Commerce. The document called 'Franchisee Price List' on the following page, <http://support.itseeze.co.uk/consultants-area/price-guides-extras/> details all the different upgrade combinations.

What will happen to any non-responsive website that has been put into the it'seeze Admin System and not yet been paid for?

Nothing, as the website type has already been selected.

Can we use the website number rather than the website name for new design upgrades?

We have specified that we want franchisees to input the website name, as there is less chance of error than inputting a string of digits.

When does the price table change on our regional websites?

All regional sites have the new pricing fees displayed, even if you have not yet approved the "Go Live" for your new responsive site.

If a customer has extra features on their non-responsive website, will they be included in the responsive upgrade fee?

Standard extras will be included. All existing custom features on the non-responsive site will be chargeable. A quote request will need to be sent to development@itseeze.co.uk before any upgrade can be accepted.

Will the it'seeze Admin System know not to charge for 2 websites for customers wishing to upgrade with a new design?

Head office will receive email confirmation when payment has been received for the new website. Once received, we will cancel the direct debit on the non-responsive website. This is highlighted in the 'Upgrade Process' document which can be found here, <http://support.itseeze.co.uk/consultants-area/price-guides-extras/>.

Why do customers have to pay an immediate monthly payment upon upgrading?

Under direct debit regulations we have to give customers 10 working days' notice in any payment increase/decrease. There will be a number of customers that fall within this window, so to keep things simple, all customers will be required to make an advance payment. The advance payment will be at the non-responsive amount, as the customer will not have their new responsive website at this stage. It will be the following month, on the customer's normal payment date, that they will be charged the increased responsive fee.

How do I notify head office what pages I want to include in the upgrade?

All pages to be included in the upgrade must be specified within the 'Content' menu of the it'seeze Admin System, and then the upgrade submitted. The 'Content' menu will be available to access once the customer has made payment for the upgrade.

Should the upgrade be made on the desktop website or the mobile?

Upgrades can only be made on the website types; Lite, Max and Commerce.

Do we need to specify pages if a customer only has 5/10 pages?

Yes, as the upgrade must be submitted via the it'seeze Admin System to go into production.

Do our websites need to include a Privacy Policy page?

There is no legal requirement but there is no disadvantage to the customer in having one. In fact it is a free addition. You do not need to specify the Privacy Policy page when highlighting which pages should be included in the upgrade, as the page will be populated by default.

Are there any plans to make the it'seeze Admin System responsive?

Yes, but not immediately. This is part of the long term plan, as it entails a large amount of development.

Can we make our emails sent from email campaigns mobile friendly?

Yes, we are currently working on this and will inform you when this is functional.

Is there any additional work for a customer/franchisee on customers that wish to upgrade but we do not manage their domain?

Not for the website as the customer's domain is already pointing at our server. However, if the domain is not managed by it'seeze but the emails are and the customer is switching to IMAP, then the customer's host will need to change the MX record. The customer may need to contact their host to action this change.

Can the link within the Site Creator to the it'seeze Admin System, go to the Content menu?

This change is now in place.

Editing Responsive Websites and Customer Demo

When will head office be producing how-to videos on the it'seeze Website editor?

We will be starting work on the new how-to videos from Wednesday 24th with a view to having the first video(s) ready at some point the following week.

Is it possible to add back the SEO traffic light system?

Yes, we will arrange time in the next coming weeks to develop this.

Why is the Client Demo website not using drop down navigation when it is the most popular and most recommended navigation to use?

The Client Demo website is a commerce website. For commerce sites with a large number of products, a tree navigation is easier to use than a drop-down. Both menus are edited in the same way so this does not affect the ability to demonstrate navigation editing. To demonstrate a drop-down menu out of edit mode you can use your regional marketing website.

Are there plans to improve the front-end interface of the shop?

Yes, this is included in our development plan for the coming year.

When will we get the new Client Demo website?

This is already available. Simply add `/_reset` to the end of your website's URL and it will refresh to the new website.

Marketing responsive websites

Can head office adjust the sound of the music in the it'seeze Customer Journey video? We struggled to hear everyone's' voices.

Yes, we have changed the sound of the video and the voice is clearer now.

Our statement 'we optimise for Google' in the it'seeze Customer Journey video sounds misleading as we only optimise the home page. Can we change this?

Unless prospects/clients feedback to you that this video is misleading (in which case, please let Amy know) we shall be keeping this statement in our marketing materials as we do optimise the home page of all our websites for Google so we do not feel this statement is misleading. Many of our competitors also claim to optimise sites for Google, so removing this statement could reduce our competitive positioning. We also don't feel it's necessary to point out in the video that it is only home page that is optimised as this is then explained on the websites pricing page where we define what each package includes.

Are we able to keep our competitor reports up-to-date to avoid promoting glitches where our competitors may have fixed them?

Yes, we have set monthly reminders to review our competitors and update our competitor reports. We shall make you aware of updates in the weekly newsletter.

Can we add Google Analytics to Lite websites?

Yes, we will develop this in the near future and make it available to both non-responsive and responsive websites. We will create a Google Analytics profiles for all new websites purchased from 16th June 2015. Any existing customer who would like Google Analytics integrated with their Lite website, will need their franchisee to request this by emailing support@itseeze.co.uk.

Can we add the responsive video to the national website's home page rather than the customer journey video?

We have taken on board a lot of feedback regarding the national site and will be making improvements over the coming weeks.

Can we show the scaling down of a web browser to show the responsive technology in the responsive video?

The scaling down of a web browser is a technique for franchisees to demonstrate on how a site responds when the screen is minimised. It would not be appropriate to include this within the responsive video because the purpose of the video is to show how a site looks on any device - rather than showing it responding within a web browser. However, we do have two videos on the it'seeze Support website showing how this can be demonstrated. <http://support.itseeze.co.uk/consultants-area/marketing-sales/>.

Can we have our details added to the new responsive print material?

Yes if this is of interest to you, please send your request by completing the Marketing and Design materials briefing form which can be found here, <http://support.itseeze.co.uk/consultants-area/marketing-sales/marketing-material-briefing-form/>. We will then provide you with the print file(s) which will display your details.

Please can we be informed when all the responsive related material has been added to the it'seeze support website?

All related material can now be found on the website.

Can head office design new responsive related imagery for our social media profiles?

The new social media imagery can be found here,

<http://support.itseeze.co.uk/consultants-area/marketing-sales/>. This includes imagery for Twitter, Facebook and Google+.

Can we merge the customer journey and responsive videos together so we just have one video?

In the customer journey video, we do mention that our websites are responsive and what this means in terms of them adapting to any screen size. However, we will not be 'merging' these two videos primarily because they were created for different purposes so have entirely different styles in terms of production that would not complement one another.

Can we show in the responsive video a comparison of our websites to our competitors?

No, our competitors are undoubtedly regularly reviewing and correcting errors within their websites so the videos would very quickly become outdated. In addition over-promoting poor competitors' websites will bring this to their attention, enabling them to correct these errors more quickly than they would otherwise. What's more aggressive marketing approaches such as this would leave us vulnerable for heavy scrutiny in retaliation.

We need a promo video or to include in one of our new videos, how easy it is to edit our websites.

We shall be creating a new video in which the primary message is how easy it is to edit our websites.

When were the stats from Google?

The stats were from September 2012. They can be found here,

<http://www.google.co.uk/think/research-studies/what-users-want-most-from-mobile-sites-today.html>. The stats are probably a lot higher now that people are more aware of mobile-friendly websites and the fact mobile phone usage has rapidly increased since 2012.

General Q&A

Is there anything head office can do to avoid any future disruption or downtime of emails?

We are in discussion with our email server provider, ByteMark. As soon as we have some constructive news, we will let you know.

Can head office consider radio advertising on a national scale?

Before becoming a franchise, Spoton.net did trial this on a local basis, despite only advertising in prime B2B air time, no leads were achieved at all, during a 3 month campaign. More recently one of our franchisee's trialled this in his region, he had a great advert voice over produced, however again, this did not achieve any return on his investment. Since national radio advertising will be considerably more expensive, we are not inclined to use our marketing budget when we have no statistics showing a return on investment. However if any franchisee is able to provide any more positive results Amy would be more than pleased to be informed of them.

Would we not be better investing money into other items instead of SugarCRM, as many franchisees don't use it?

We will be looking into this. We shall start by sending out a survey next week. Please spare a few minutes to complete the survey before 3rd July.

Can we mark up on custom extras? We only get 10% which isn't viable for the amount of our time it takes to establish a customer's requirements and then communicated between the customer and head office.

The finance team are looking into this and will inform you when any changes take place.

Can Amy spend time with franchisees out on the field?

Yes, we shall be arranging for Amy to spend some time with franchisees so she can feedback her learnings to the rest of the team at head office.

Can we have a platform to share ideas to head office and between all franchisees?

We originally had the it'seeze Franchise Forum which gave you and us the platform but it was not being used. We also set up a Regional Representative scheme but this was short lived. We would welcome a scheme to share ideas so we have set up an ideas@itseeze.co.uk mailbox. If anyone has any ideas, please do email them to the above email address.

When is the new briefing form going to be developed in the it'seeze Admin System?

We have plans to overhaul the it'seeze Admin System, in which a new briefing form will be developed. Unfortunately, we are unable to commit to any timeframes at this stage.

Can we have access to the statistics of our customers' websites?

Yes, there is the ability to add your own Google Analytics tracking ID to each of your customer's website.