Karl Gilis - @AGConsult

#SMX #SMX19
Karl Gilis - @AGConsult

User research | Usability | UX | CRO | Growth Marketing
We grow 10 of the world top 100 companies through customer happiness
Some of our clients
Every day
Every day

People want to come to your site
Every day

People want to come to your site

But they don't
Every day
Every day
People want to become your customer
Every day
People want to become your customer
But they don't
Every day
They buy somewhere else
I came.
I saw.
I won.
I came.
I saw.
I left.
It’s Your Fault
They don't care
WHY CUSTOMERS STOP USING YOUR SERVICE

68%

Customer believes you don’t care about them

14%

Customer is dissatisfied with your service

9%

Customer persuaded to go to a competitor

5%

Customer gets friend to provide service

3%

Customer moves away

1%

Customer dies

(Source: The Rockefeller Group)
Technology won't change that feeling
"To give customers the feeling that you care about them, isn't the outcome of an algorithm. It's the result of your company's DNA."

Karl Gilis - @agconsult
The result of personalization on a shitty website?
The result of personalization on a shitty website?

A personalized shitty experience
Does it work?
Can I find it? (IA)
Can I access it?
Does it work?
Can I use it? (usability)
Can I find it? (IA)
Can I access it?
Does it work?
Does it convince me? (content)
Can I use it? (usability)
Can I find it? (IA)
Can I access it?
Does it work?
I want it now! (persuasion)
Does it convince me? (content)
Can I use it? (usability)
Can I find it? (IA)
Can I access it?
Does it work?
Hey, it’s for me! (personalisation)
I want it now! (persuasion)
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Does it work?
Hey, it’s for me! (personalisation)
I want it now! (persuasion)
Does it convince me? (content)
Can I use it? (usability)
Can I find it? (IA)
Can I access it?
Does it work?
Do they care about me?
A FOOL with a Tool is still... a FOOL
To make their lives better
To take away frustration
To fulfill their needs & dreams
Use technology to
#makeyourcustomershappy
Start from the customer
Start from the customer
Or you will die.
Karl, it's digital that wipes away companies!
52% of the companies on the Fortune 500 have disappeared since the year 2000.

Constellation Research, 2014
Digital is the main reason that 52% of the companies on the Fortune 500 have disappeared since the year 2000.

Accenture, 2016
40% of companies will be wiped out in the next 5 years due to digital disruption.
Gartner, 2018
Average stay of companies in the S&P 500
1958: 61 years → 2011: 18 years
Constellation Research
One important number is missing
1958: 61 years
1980: 25 years
2011: 18 years

Innosight
The Myth of Destructive Digital Disruption

Brian Andersen Follow
Aug 13, 2018 · 6 min read

This post has been on my mind for ages. In it, I will show how digital disruption and its destructive effect on companies is overblown, misunderstood and uncritically rehashed by lazy keynote speakers and authors.

Let’s get started. Heard this one before?

“Digital is the main reason half of the Fortune 500 have disappeared since 2000”.

What about “Half of the S&P 500 Companies Will Be Replaced in the Next Decade”
Digital is not the main reason. Losing connection with the client is.
Occupied cab (light off)

Free cab (light on)
Not being customer-centric is the biggest threat to any business.
Yes Karl, but we already are customer-centric.
80% of companies say they're customer-centric

Only 8% of their customers agree

(Source: Bain & Company)
How do you close this gap?
How do you overcome the disconnect between you and your customer?
In-depth knowledge of your customer
Yes Karl, but we already know so much about our customers.
(socio-demographic crap)
Why do people buy from you?
Why don't they buy from you?
What do they know?
What is their starting point?
Their explicit and implicit motivation
Their emotions
Yes Karl, but we already collect customer feedback.
95\% (Source: Gartner)
(Source: Gartner)
95% of companies collect feedback
50% alert staff to the findings
30% make decisions using this insight
10% deploy and improve
5% inform customers of responses

(Source: Gartner)
How to win their hearts & minds?
Ask the right question at the right time
Online videotraining usability & conversie optimalisatie

Krijg alle kennis die Karl Gills, de nummer 3 conversie expert van de wereld, de voorbije 15 jaar heeft opgebouwd.

- Meer dan 100 usability tips & tricks die je nergens anders vindt
- Stuk voor stuk praktische tips die je zelf kan toepassen
- Bij elke tip: voorbeelden en cases die bewijzen dat ze echt het verschil maken
- Of je nu diensten of producten verkoopt, een overheid of non-profit bent
- Je volgt de videotraining wanneer jij wil op eender welk toestel

Ja, ik wil de training volgen

Voor maar €350 krijg je mijn beste tips om je site beter te maken
Do you have any questions that remain unanswered?

- Yes
- No

What would you like to know?

What’s keeping you from buying this course right now?

Submit
Uw afspraak is bevestigd!

☑ Op 01-04-2019 16:15 heeft u een afspraak bij Service Center Carglass® Gent om uw ruit te herstellen.
☑ Vergeet uw inschrijvings- en verzekeringstickets niet mee te nemen.

Zo meteen krijgt u een bevestiging van uw afspraak op joey.kant@agconsult.com. Afspraak wijzigen? Dat kan op de pagina "Bestaande afspraak". Uw referentienummer: TENDENS

Bedankt voor uw aanvraag! Mogen we u nog even een paar vragen stellen ...

Was er iets dat u bijna heeft tegengehouden om een afspraak te maken bij Carglass?
- Nee
- Ja, namelijk ...

Wat is de belangrijkste reden waarom u bijna geen afspraak maakte?

Optioneel: Wat hadden we kunnen doen om het u makkelijker te maken?

Verzenden
Don't ask for opinions or future behavior
F*ck off
KEEP CALM
IT'S
QUIZ TIME
Repair or replace window? Make an appointment now

- Free repair or replacement if you are insured against glass breakage.*
- No paperwork: We arrange everything with your insurer.
- Unique lifetime warranty on the repair or replacement of your window.
- Original quality windows for all makes and models.
- Where it suits you best: in one of our service centers, at home, at work or anywhere else.

Make an appointment now

Arranged in less than 5 minutes!

---

Find a Service Center

- 42 Service Centers spread over Belgium
- Also open on Saturday from 8.30 am to 5 pm
- Free wifi, newspapers and magazines, loan bike, nice coffee and water

Enter a zip code or city name:

Find a service center in your area

Or view all service centers>
Make an appointment
Waar en wanneer u wilt
Wij helpen u in een Service Center in uw buurt of komen naar u toe.

MAAK NU EEN AFSPRAAK
Let’s get this party started!!
Oops.
1. Why are they looking for a solution?
Un carport sur mesure élégant et durable?

Découvrez les avantages d'un carport BOZARC:
- une protection optimale contre la pluie, la grêle, la chute de branches...
- risque de rouille diminué
- fini le dégivrage au gaspillage

BOZARC vous offre:
- un carport élégant avec une structure en aluminium et une teinte incassable et transparante
- un carport sur mesure: choisissez les dimensions, la couleur de la structure...
- un service professionnel dans toute la France
- une garantie de 10 ans

Demande de devis en ligne gratuit!
Why are you looking for a carport? Be as specific as possible.
Mail survey

If we would tear down your carport tomorrow, what would you miss the most?
Are you tired of this too?

☐ Do you have to scratch ice from your windows every winter morning?

☐ Getting into a sweltering car in the summer?

☐ Do you have to unload your groceries in the pouring rain?

☐ Your car that is always under the dirty dust?
77,1% more requests for a quote
Bring people in the yes-mood
Zoom in on the problems and situation of the visitor first.

Karl Gilis - @agconsult
Buy a Carport Online and Save on Delivery Fees | Alan's Factory Outlet

https://store.alansfactoryoutlet.com/metal-carports-s/1817.htm

Alan's Factory Outlet has a wide variety of metal carports for sale. ... When you order a carport online with Alan's Factory Outlet, you have a choice of 3 different roof styles. The 3 different styles are regular, boxed eave and vertical roof steel carports.
Carport online konfigurieren | In 2 Minuten zu Ihrem Carport | carporte.de

Erstellen Sie jetzt ganz einfach Ihr individuelles Carport mit unserem Online-Kalkulator.

Carport News · Carport Beratung · Carport Online-Kalkulator · Carport Preise · Carports nach Maß
Carports bei HORNBACH kaufen
https://www.hornbach.de/shop/Gartenhaeuser-Carports/Carports.../artikelliste.html
Carport im HORNBACH Onlineshop kaufen! Große Auswahl an Einzelcarports und Doppelcarports und Dauertiefpreise finden Sie bei HORNBACH. 30 Tage...
Carport planen und bauen · Carport SKAN HOLZ Friesland ... · Fahrradgarage

Carports - Carport online kaufen bei OBI
https://www.obi.de › Garten & Freizeit › Garagen & Carports
Carports bequem von zu Hause online bestellen √ Garagen & Carports finden Sie online und in Ihrem OBI Markt vor Ort √ OBI - alles für Heim, Haus, Garten...

Carport günstig kaufen: 0€ Versand, Carports bis -50% reduziert
https://www.gartenhaus-gmbh.de/carports
Carport aus Holz & Metall günstig beim Marktführer kaufen +++ Top-Qualität +++ viele Modelle auf Lager sofort lieferbar +++ Jetzt bestellen!
Carports aus Holz · Einzelcarports · Carports aus Alu · Doppelcarport

Ihr Wunsch Carport kostenlos selbst zusammenstellen
https://www.easycarport.de/konfigurator/carport.html
1.999,00 € bis 6.242,00 € - Auf Lager
Mit unserem Carport Konfigurator, können Sie in wenigen Minuten und völlig kostenlos ihr Wunsch-Carport zusammenstellen.

Carportfabrik.de: Günstige Carports direkt vom Hersteller
https://www.carportfabrik.de/
Carports aus Holz, Aluminium, Stahl | Konfigurieren & kaufen Sie Ihr Carport, Fertiggarage oder Terrassendach vom Fachmann zum günstigen Preis | Sicher ...
Are you tired of this too?

☐ Do you have to scratch ice from your windows every winter morning?

☐ Getting into a sweltering car in the summer?

☐ Do you have to unload your groceries in the pouring rain?

☐ Your car that is always under the dirty dust?
Don't make it about you. Make it about them.

Karl Gilis - @agconsult
LOOK AT ME NOW.
Carport online konfigurieren | In 2 Minuten zu Ihrem Carport | carporte.de
Anzeige www.carporte.de/Online/Konfigurator ▶ 0800 1437901
Erstellen Sie jetzt ganz einfach Ihr individuelles Carport mit unserem Online-Kalkulator. Carport ...
Carport News · Carport Beratung · Carport Online-Kalkulator · Carport Preise · Carports nach Maß

Carports aus Fichte | direkt ab Werk | carport-hersteller24.de
Anzeige www.carport-hersteller24.de/ ▶ 0800 5893419461
Standardcarports / Maßanfertigungen 20% Online-Rabatt. Kompetenter Service. Qualitätskontrolle.
Bilder Carports · Carport Topseller · Große Auswahl · Angebot erstellen · Kontakt & Rückrufservice

Günstige Carport Kaufen? | Ab 896 €. Viele Ausführungen
Anzeige www.tuinmaximaal.de/Carport ▶
Alu Carport mit Glas oder Polykarbonat Dach. Ab 896 € und versandkostenfreie!
2. What frustrations do you solve? (in the eyes of your customers)
ClickShare
Plug into simplicity - tap into amazing

ClickShare wireless presentation systems.
The easiest way to share big ideas and watch them grow.

Plug into user-friendliness
Simply share your laptop or mobile device on a main presentation screen
Bring people, content and ideas together. And make sharing easier in every meeting - all with a simple click.
No hassle. No messy cables. Just quick, confident sharing.
• What almost made you hesitate to buy our product?
• What problem did our solution solve for you?
ClickShare wireless presentation system
Share the screen of any device in your meeting room with one click

- No mess with cables or adapters
- No technical hickups: always the optimal resolution
- Works on any wifi network
ClickShare wireless presentation system

Share the screen of any device in your meeting room with one click

- No mess with cables or adapters
- No technical hiccups: always the optimal resolution
- Works on any wifi network

57,8% more brochure downloads
76,2% more requests for quote
Wireless Screen Sharing | Kindermann Klick & Show | klickandshow.com


Wireless screen mirroring and digital signage with Airtame
https://airtame.com/

Airtame 2 is a wireless device that plugs into the HDMI port of any screen or ... Walk into a room, open the Airtame app and select your Airtame-connected screen. ... Studies show companies waste up to 10% of every meeting on technical ...
Present wirelessly · Download app · Screen Mirroring · Wireless streaming for HDMI

Wireless Display for Business Meeting Spaces by ScreenBeam

Enterprise wireless display connects your Windows, Apple and Android devices to the room display with native screen mirroring. No apps or cables required.

Zoapi Hub | Screen Sharing, Video Conferencing & Meeting Room ...
https://zoapi.com/

Zoapi Hub is one stop solution for wireless screen sharing, video conferencing, apps integration and ... Zoapi Hub is an one device solution for meeting rooms and collaborative spaces. ... Go Wireless - Instant Screen Mirroring For All Devices.
6 reasons to upgrade to Yoast SEO Premium

- New multiple focus keyword in your posts.
- Ai automated internal linking
- Super fast internal linking
- Structured layout
- 24/7 support
- Deals

Making SEO easier for everyone

You are someone who is looking to improve your SEO. Yoast SEO Premium is the perfect tool for you! It's easy to use, and it's packed with features that will help you optimize your content for search engines. Here are the benefits of using Yoast SEO Premium:

1. **Multi-focus keywords**
   - Yoast SEO Premium allows you to focus on multiple keywords in one post. This means you can optimize your content for multiple keywords at once, which can help you rank higher in search results.

2. **Readability score**
   - Yoast SEO Premium will give you a readability score for your posts. This score will help you identify areas where you can improve the readability of your content.

3. **Lightning fast internal linking**
   - Yoast SEO Premium will automatically create internal links for your posts. This will help search engines understand the structure of your blog and will improve your website's SEO.

4. **Custom plugins**
   - Yoast SEO Premium comes with a range of custom plugins that allow you to optimize your content in different ways.

5. **Support**
   - Yoast SEO Premium includes 24/7 support, so you can get help whenever you need it.

Upgrade now to start seeing the benefits of Yoast SEO Premium!
What convinced you the most to buy our product?
Upgrade to Yoast SEO Premium

6 reasons to upgrade to Yoast SEO Premium

- A multiple focus keyword in your posts.
- An automatic link checker.
- Super fast on-site and off-site.
- Keyword search feature.
- 24/7 support.
- Free.

How does Yoast SEO Premium compare to the free version?

Set for yourself.

Yoast SEO Premium:

Add focus keywords

SEO Free:

- Optimizes your pages for up to 5 keywords.

Preview in social media

SEO Free:

- Make sure your page is ready to click your post on Facebook and Twitter.

Internal linking

SEO Free:

- Get suggestions for links to other pages on your website.
- Use links as you write.

No more dead links

SEO Free:

- Regularly check and fix links (in your own terms).

24/7 email support

SEO Free:

- Browse our comprehensive FAQ and knowledge base.

No more ads

SEO Premium:

- 20 landing pages.

SEO Free:

- 6-8 landing pages

Add focus keywords

Yoast SEO Premium:

SEO Free:

- Use a maximum of keywords on your pages.

Yoast SEO Premium:

SEO Free:

- Use the free version.

Winner!
Lesson learned
Always start from the customer
3. Why don't they buy from you?
What's holding you back to upgrade to Premium?
# Upgrade to Yoast SEO Premium

How does Yoast SEO Premium compare to the free version?

<table>
<thead>
<tr>
<th>Yoast SEO Premium</th>
<th>Yoast SEO free</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get Yoast SEO Premium Now</td>
<td>Get Yoast SEO Premium Now</td>
</tr>
</tbody>
</table>

- **Optimize for synonyms and related keywords**
  - Help your page rank better by taking synonyms and related keywords into account. You'll also know how these are distributed over your page.

- **Preview your page in Google, Bing, Facebook and Twitter**
  - You'll get a good idea of how your page may look in search results, and you might add content and how your page appears on Facebook and on Twitter. So you're sure itconvincpes people to click through.

- **Get relevant suggestions for internal links**
  - You get suggestions for links to other pages on your site. Google loves these internal links and might reward you with a better ranking.

- **We've added what you want to do with every deleted page**
  - This way, old pages are automatically redirected to new ones. So you keep both your visitors and Google happy.

- **24/7 support**
  - Our knowledgeable support team is here to personally help you with every question you ask through email.

- **No ads**
  - We removed the ads for you. We love your support! Thanks!

- **Set an overview of your SEO score and focus keywords**
  - You can automatically generate a CSV file that gives you an overview of your keywords. URL, readability score exists in file. So it's easy to see what you should optimize next.

@agconsult
<table>
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<tr>
<th>Upgrade to Yoast SEO Premium</th>
<th>Yoast SEO free</th>
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<tr>
<td><strong>Preview your page in Google, Bing, Facebook and Twitter</strong></td>
<td>You get a good idea of how your page will look in search results, and you get filtered out of how your page appears on social media and Twitter. So you know it’s ready for its close-up.</td>
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<td>We’ve removed the ads for you. We love our support team too!</td>
</tr>
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<td><strong>Generate an overview of your SEO scores and focus keywords</strong></td>
<td>You can automatically generate an SEO file that gives you an overview of your SEO scores. URLs, keywords, and more. So it’s easy to see what you should optimize next.</td>
</tr>
</tbody>
</table>

**Winner:**

All plugin settings will be automatically registered to Yoast SEO Premium for you. So you keep all the work you’ve already put into your free plan.
The result of 1 year of conversion optimization at Yoast

- Conversion rate: +62%
- Transactions: +83%
- Revenue: +118%
Waar en wanneer u wilt
Wij helpen u in een Service Center in uw buurt of komen naar u toe.

MAAK NU EEN AFSPRAAK
Make an appointment
What is the most important reason why you didn't make an appointment today?
Repair or replace window? Make an appointment now

- Free repair or replacement if you are insured against glass breakage.
- No paperwork: We arrange everything with your insurer.
- Unique lifetime warranty on the repair or replacement of your window.
- Original quality windows for all makes and models.
- Where it suits you best: in one of our service centers, at home, at work or anywhere else.

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- 42 Service Centers spread over Belgium
- Also open on Saturday from 8.30 am to 5 pm
- Free wifi, newspapers and magazines, loan bike, nice coffee and water

Enter a zip code or city name:

Find a service center in your area

Or view all service centers>
Take away the fears and barriers.

Karl Gilis - @agconsult
Windscreens Chip Repair - Stone Chip Repairs | Autoglass® UK

Does your vehicle have a chipped windshield? Visit Autoglass® for a high quality windshield chip repair service covering stone chips and more.

Windscreen Chip Repair - Stone Chip Repairs | Autoglass® UK

Windscreen chip repair. At Autoglass®, we are proud of our ‘Repair First’ promise where we always try to repair a stone chipped windshield before replacing it, usually saving you both time and money. A chip could develop into a crack at any time - and often when you least expect it.

Windshield Repair | Car Window Repair | Safelite AutoGlass

Sometimes a full windshield replacement is the only answer. But at Safelite, if a chip or crack is six inches or smaller, a quick repair may be all you need.

Windscreen repair - Auto Windscreens

If your windshield is damaged, we recommend having it fixed as soon as possible. A windshield chip can quickly develop into a crack, meaning a windshield...
Conclusion
Have the right attitude & ask the right questions
Don't trust your gut feeling
A website is something people use. Not something they just look at.

Karl Gilis - @agconsult
If you don't care about words, you're a decorator. Not a designer.

Karl Gilis - @agconsult
Stop selling the way you want to sell.

Sell the way people want to buy.

Karl Gilis - @agconsult
What's the goal of my website

Karl Gilis - @agconsult
What's the goal of my website?

What's the goal of my visitors?

Karl Gilis - @agconsult
Your goal?

#makeyourcustomershappy

Karl Gilis - @agconsult
Give them what they want
and you’ll get what you want.

Karl Gilis - @agconsult
WHY CUSTOMERS STOP USING YOUR SERVICE

- Customer believes you don’t care about them: 68%
- Customer is dissatisfied with your service: 14%
- Customer persuaded to go to a competitor: 9%
- Customer gets friend to provide service: 5%
- Customer moves away: 3%
- Customer dies: 1%
- Customer moves away: 1%
Do you make your visitors happy?
We grow your business through customer happiness

Thanks for listening!
karl@agconsult.com
Get my free ebook now

✓ 10 conversion tips that work on every website
✓ 15 cases from the real world
✓ 6 best practices from leading websites

⇒ http://conversion.agconsult.com/10tips/

Use the coupon code ILoveCustomers!

to get a 150 euro discount