Nomination: 18567

dito.ph: Untangling users from the website loop

Page: General Information

Name of Organization / Company

Dito Telecommunity Corporation

Logo

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viber_image_2024-01-22_19-00-01-155.jpg)

Web Site Address

https://dito.ph (https://dito.ph)

Page: Entry Information

Entry Title

dito.ph: Untangling users from the website loop

Category

Q05 - Q14 - Award for Innovation in Websites and Blogs > Q09. Award for Innovation in General Information Websites

Submission Format

An Essay of up to 625 Words

Essay

I. BACKGROUND
GOING AGAINST DECADES-OLD TELCO GIANTS

DITO was entering a category that is at 140% penetration with 2 established decades-old giants, Globe and Smart. But with a huge incidence of users on multi-brand subscriptions, the potential for DITO is big.

II. PROBLEM
WEBSITE USERS ARE STUCK IN A LOOP

The product landscape is continuously changing and broadening. Even though DITO offers the lowest-priced promo services, the brand cannot rely on price advantage alone to gain more subscribers.

The brand website is a key owned asset for conversion. However, on its first iterations, user behavior indicated that consumers are switching back and forth between various promo pages - they were stuck in a loop of indecision which lowers the chances of conversion

III. OBJECTIVES
UNTANGLING THE LOOP

To untangle users from the loop, the brand needed to:

- Reduce website drop-off from 47%

- Reduce looped-traffic from 44%

- Reduce average time spent in website from 1 min 20s (vs industry benchmark of 58sec)

- Increase contribution to revenue

IV. WEBSITE INSIGHT

APPLYING A USER-CENTERED DESIGN

Upon deeper observation, the brand found that visitors may be grouped based on the functionality of their website journeys: (1) Information and Discovery; (2) Value for Money; (3) Convenience and Support, and; (4) Customization. Knowing this, the website needed to match the most common user needs as opposed to a blanket approach to all visitors.

V. STRATEGY
THE THREE-CLICK RULE

The ultimate goal is to guide the user to buying a product with the least amount of clicks. The website redesign requires not only simplification but also efficiency so that it will only take 3 simple steps to get to conversion (could be a purchase, inquiry, form, or lead).

VI. EXECUTION

GETTING USERS TO THEIR DESTINATION EFFICIENTLY

The three steps/ clicks strategy was implemented differently based on the user category:

1. Information and Discovery - for users who need easy access to essential information, (a) multiple menus and pages were bypassed, (b) leading to a centralized page with all the useful information, then (c) directs to search bar which will then showcase blogs containing relevant information.

2. Value for Money - to match a user's purchase decisions with expectations and budgets, (a) users land on brand offerings based on savings; (b) they are directed to stream-lined and cost-effective packages and bundles; and (c) are then given more details on the deals and inclusions of their package choice.

3. Convenience and Support - for users who need quick and easy services, (a) a simplified "3 easy steps" process is introduced to reduce confusion; (b) they are taken to a sorting and filtering tool to help find what they need with minimal time and effort; and (c) they are directed to a store locator, to help users find the nearest store and outlets.

4. Customization - for users who want to personalize their plans and packages, (a) they land in a data calculator to help estimate their usage based on their needs; (b) they are matched to specific products, and then (c) finished off with offers from DITO partners.

VII. RESULTS

LOWERED DROP OFF & IMPROVED OVER-ALL WEBSITE EXPERIENCE

The DITO.ph redesign was able to reduce drop-off from 47% to 34% with 1.52 average page views; looped visits were reduced from 44% to 9%, and; average time spent on the website was reduced from 01:20 to 00:49 (industry benchmark 00:58).

The website's monthly contribution to revenue increased 5x.

Organic search for DITO's website and Search Engine Performance for January 2023 to July 2023 improved: +1,072% impressions (60.49M), +635% clicks (4.78M), with 7.9% Ave CTR

Website traffic also improved: +222% website users (2.75M) with 97% active users (2.66M, +212%)

DITO.ph was able to outperform competitors in Page Speed Comparison in Mobile Performance.

For this category please provide

An essay of up to 625 words describing the website or blog and the innovative aspect of the site since July 1 2021 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

A link to the site, which you must attach to your entry through our attachment/link uploading tool. If your site is not publicly available (i.e. it's private or password protected), upload a video of up to three (3) minutes that demonstrates the features and functions of your site.

Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.

Credits

Anna Kristina Adipue - Head, Digital Marketing

Teddy Buagas Jr. - Manager, Web Operations

Kimberly Tan - Web Operations Specialist

Ranne Marionne Bayona - Web Operations Specialist

Tricia Fulo - Account Manager, ExaWeb Corporation

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Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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Do You Have Website URLs you would like to link to

Yes

URL 1

https://dito.ph (https://dito.ph)

URL 2
URL 3
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URL 6
URL 7
URL 8
URL 9
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