

Offer your customers a better online experience.

User experience solutions from Bell

An ever-increasing number of online users and a highly competitive environment make customer service a critical differentiator. Providing a good online experience to engage customers and offering better services will improve customer retention and build loyalty.

The Web Solutions usability experts within Bell understand the current challenges and market demands that organizations like yours are facing. They have the expertise, experience, and advanced training to help you enhance your customers' online experience.

Services

User experience solutions from Bell include usability testing, wireframing, information architectures, and more. We offer the latest technologies and state of the art observation facilities, enabling us to monitor users as they interact with technology

Features

Eye tracking technology: See through your customer's eyes!

An eye tracker maps eye gaze across a Web site. Real time usability testing that demonstrates exactly what catches the attention of your potential online users!

Accessibility: Open your Web site to a wider audience

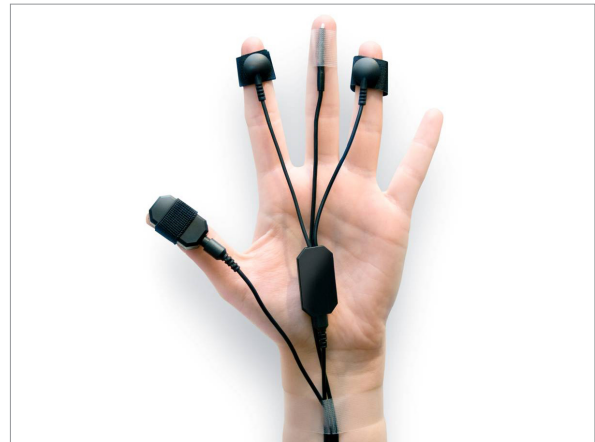
An accessible Web site opens your content to the thousands of people who use screen readers and other assistive technologies. Our accessibility evaluation will reveal barriers to successful user interaction and provide recommendations for improved usability.

Analyzing emotional response: The whole truth and nothing but the truth

Our cutting-edge practice is introducing the use of emotional response technology. By measuring heart rate, breathing and skin conductance, we can reveal your customers' most basic reactions for a new level of informed design.

Mobile technology: Surfing on a handheld

Screen size and contextual distractions can make



accessing Web sites on a handheld device a frustrating experience. See how our experts test the usability of Web sites viewed from mobile technologies.

Benefits

User experience solutions from Bell enable you to:

- Generate greater ROI by identifying and addressing customer demands
- Improve customer retention and loyalty by providing a better online experience
- Use leading technologies to improve the delivery of Web applications

Why Bell?

Bell is a Canadian leader in converging information, communication and technologies (ICT) strategies to help enterprises improve business performance, speed time-to-market, and realize peace of mind. The foundation of our world-class ICT infrastructure is a high-powered reliable network backed by a multi-disciplinary team of experts. Our highly-skilled professionals offer diverse expertise in business process assessment, as well as solution design and deployment across a wide range of industries. Bell solutions and services can be customized to meet industry-specific needs and the business demands of today and the future.

For more information contact your Bell representative or visit bell.ca/enterprise

