

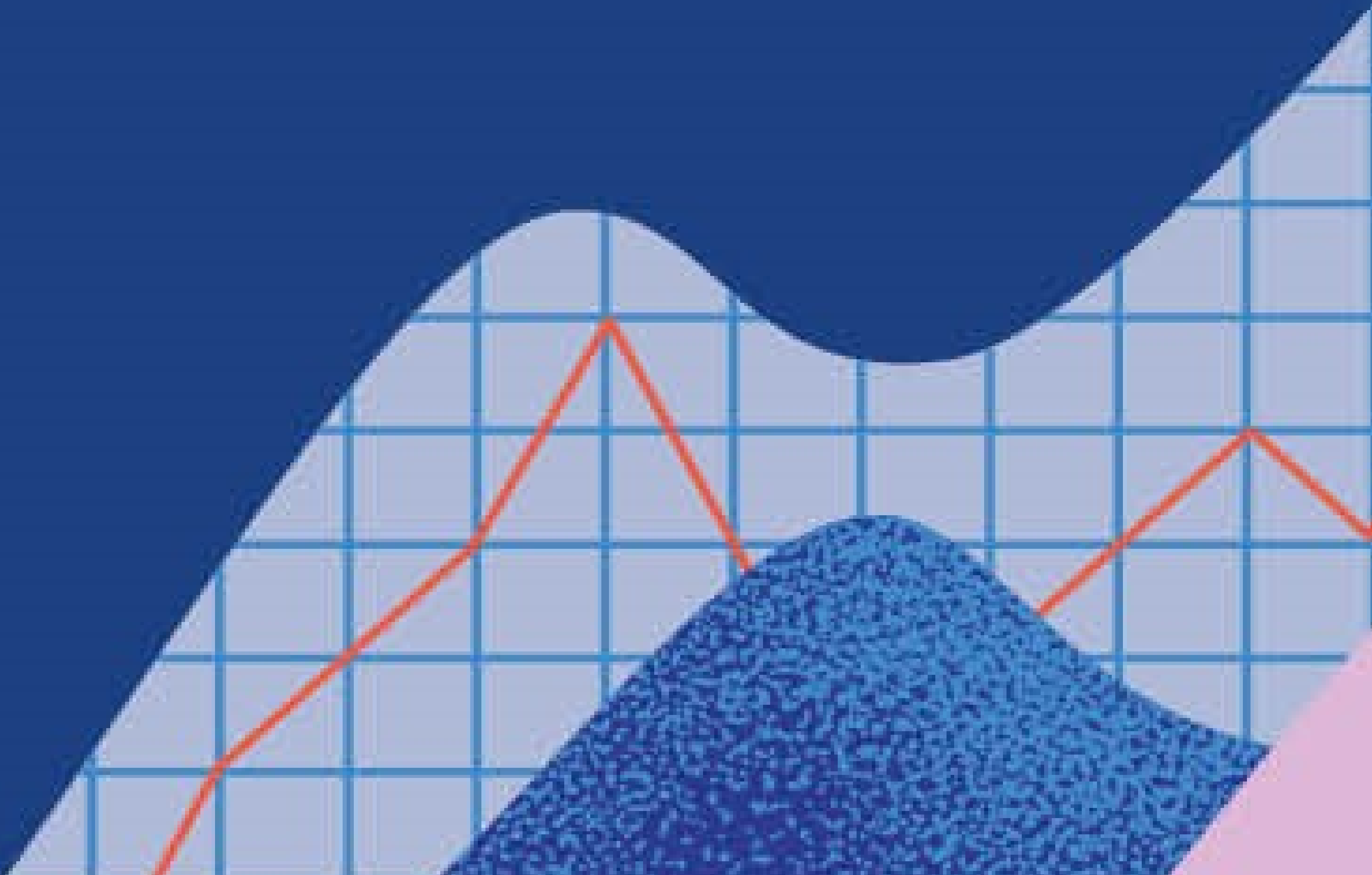


# Digital Trace: Web & Customer Analytics

Data Digest: September 2020

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# Part 1: Website Analytics

Our digital trace, or footprint, refers to our unique set of traceable digital activities, actions, contributions, and communications manifested on the Internet or on digital devices (Wikipedia, 2020). But what does this have to do with Council?

Our customers’ digital trace can help us better understand their needs and pain points without directly engaging with them. It can also allow for a more unbiased and holistic view of the customer.

While digital traces can include anything from our keystrokes to our emails to our Facebook comments or watch history, Council can start with a simple but informative part of our customer’s digital trace: our CBCity website.



## So, how popular is our website?

Quite, to say the least. This is why tapping into this data can be valuable in understanding community needs. We get:

3171  
Users per day

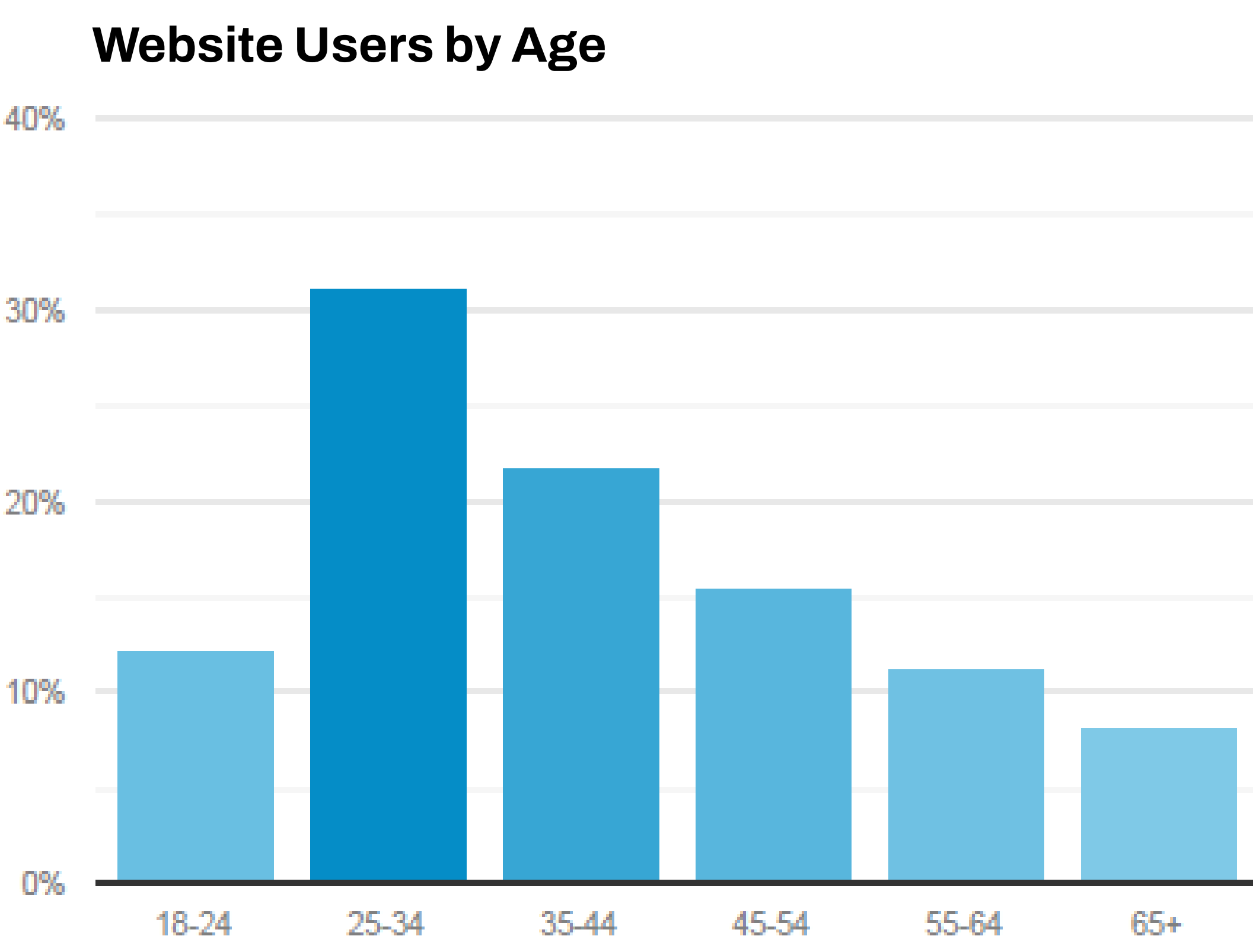
Although a ‘user’ is defined as any unique device, meaning a person might count as multiple users, 742 883 unique users a year is **x2.1 times the Canterbury-Bankstown population** (Australian Bureau of Statistics, 2016).

**So what does this tell us?**

- We get a significant volume of users and visits.
- More than just Canterbury-Bankstown residents are visiting our website.

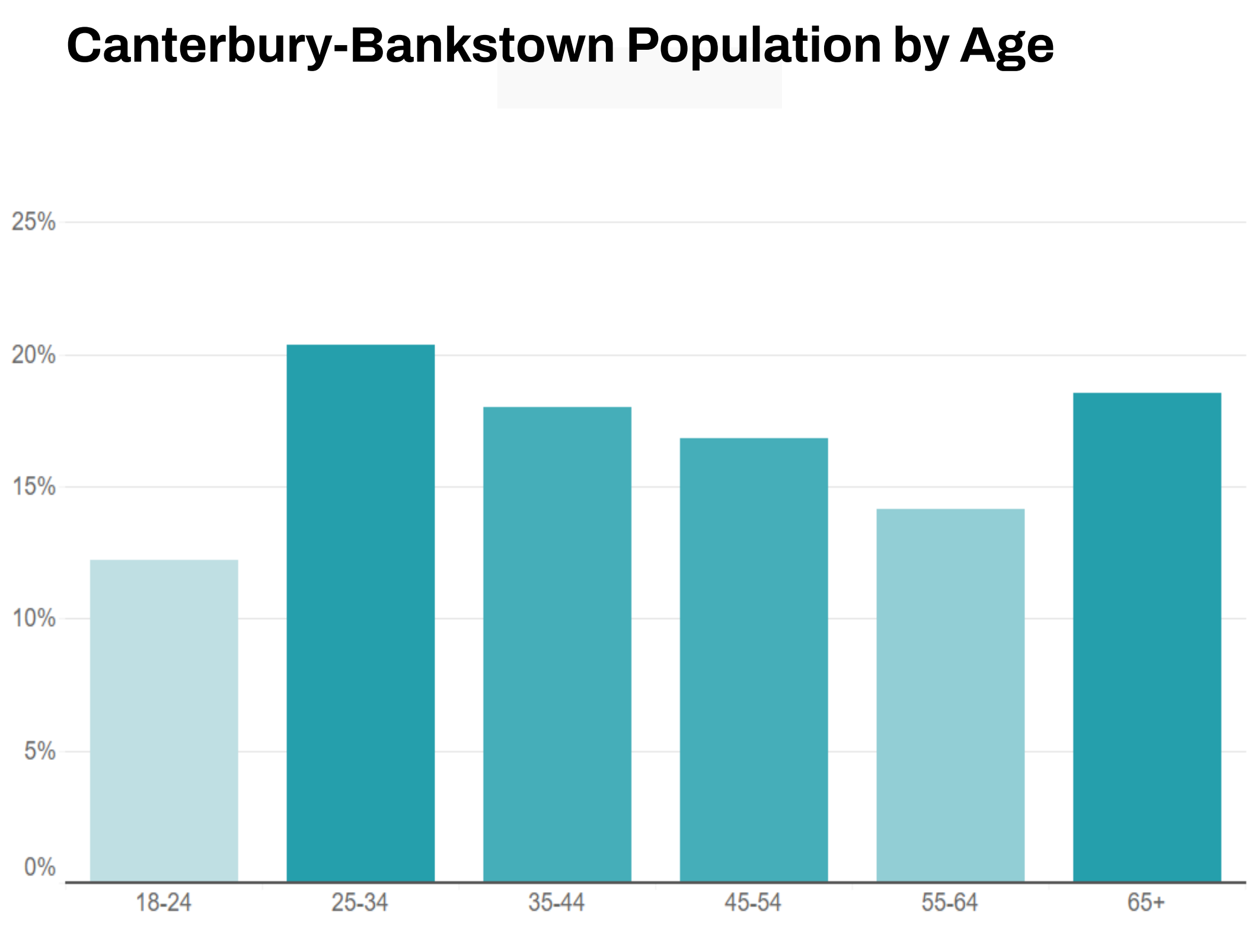
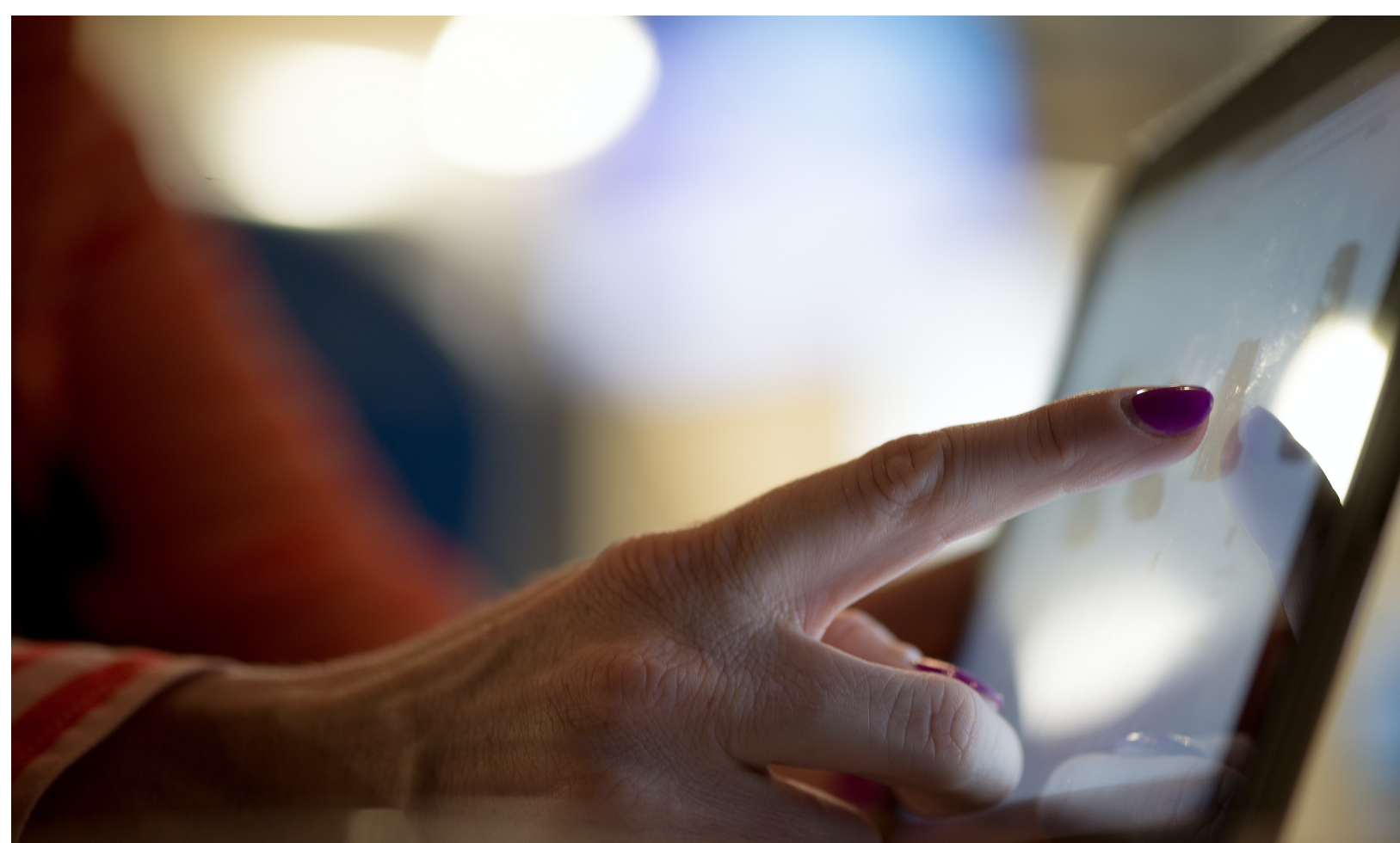


# So, who's visiting?

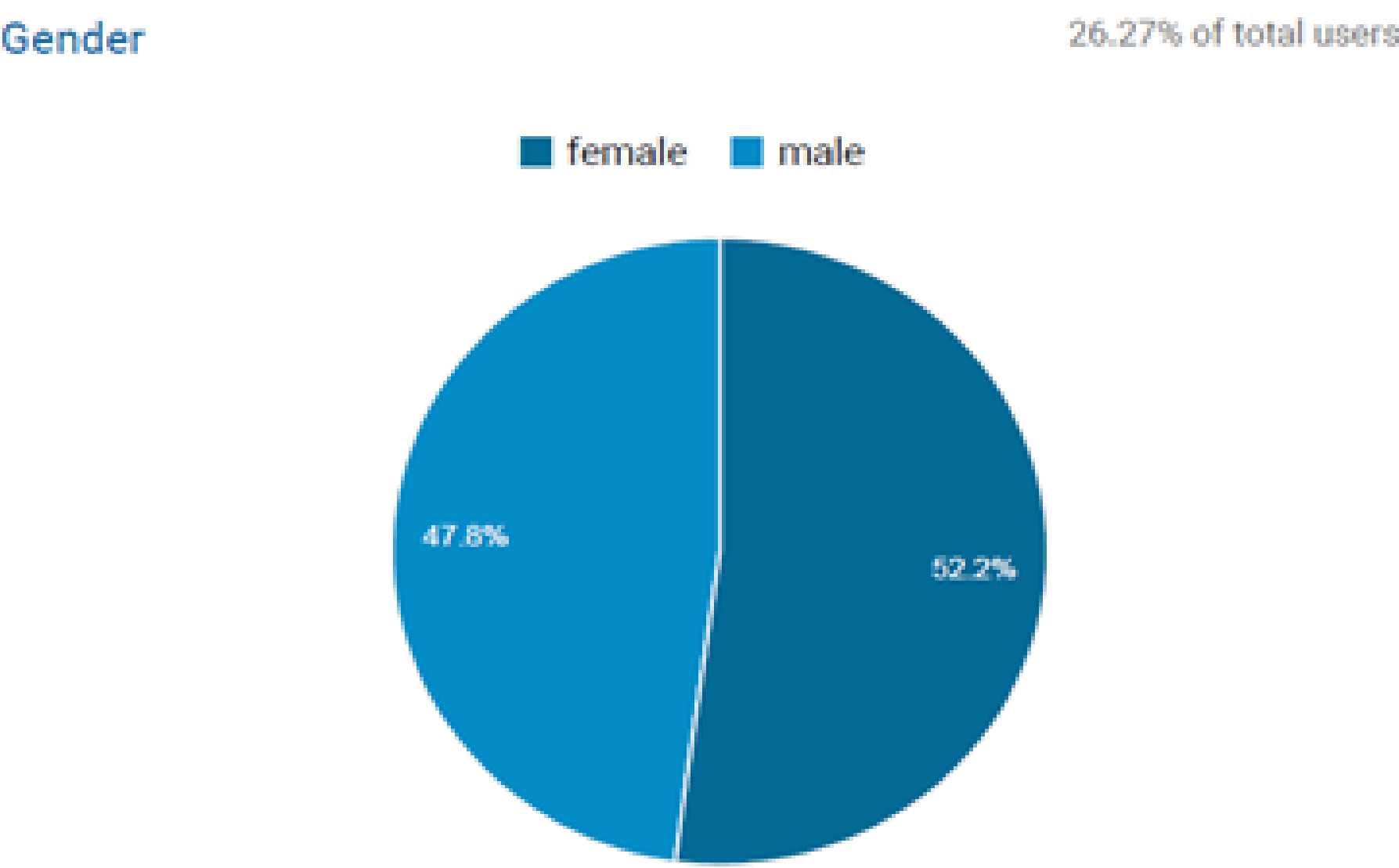


Almost one-third (31.1%) of website visitors are between the ages of 25-34, representing the largest age group for website visitors. This is moderately higher than the corresponding 25-34 Canterbury-Bankstown age-group, representing 20.4% of the Canterbury-Bankstown population.

Overall, website visitors concentrate around this 25-34 age group, with declining usage as age increases. This trend **does not reflect** the age distribution of the Canterbury-Bankstown population which has a significant older population with 18.5% 65 years or older, and only 8.2% of those visiting our websites. And while this is expected as it reflects general technology use by age, it doesn't resolve the issues we have in being able to communicate and connect with our older community, if need be.



The gender breakdown of website users more closely reflects the Canterbury-Bankstown population gender distribution. There is a slightly greater proportions of female website users, at 52.2% of unique annual users.



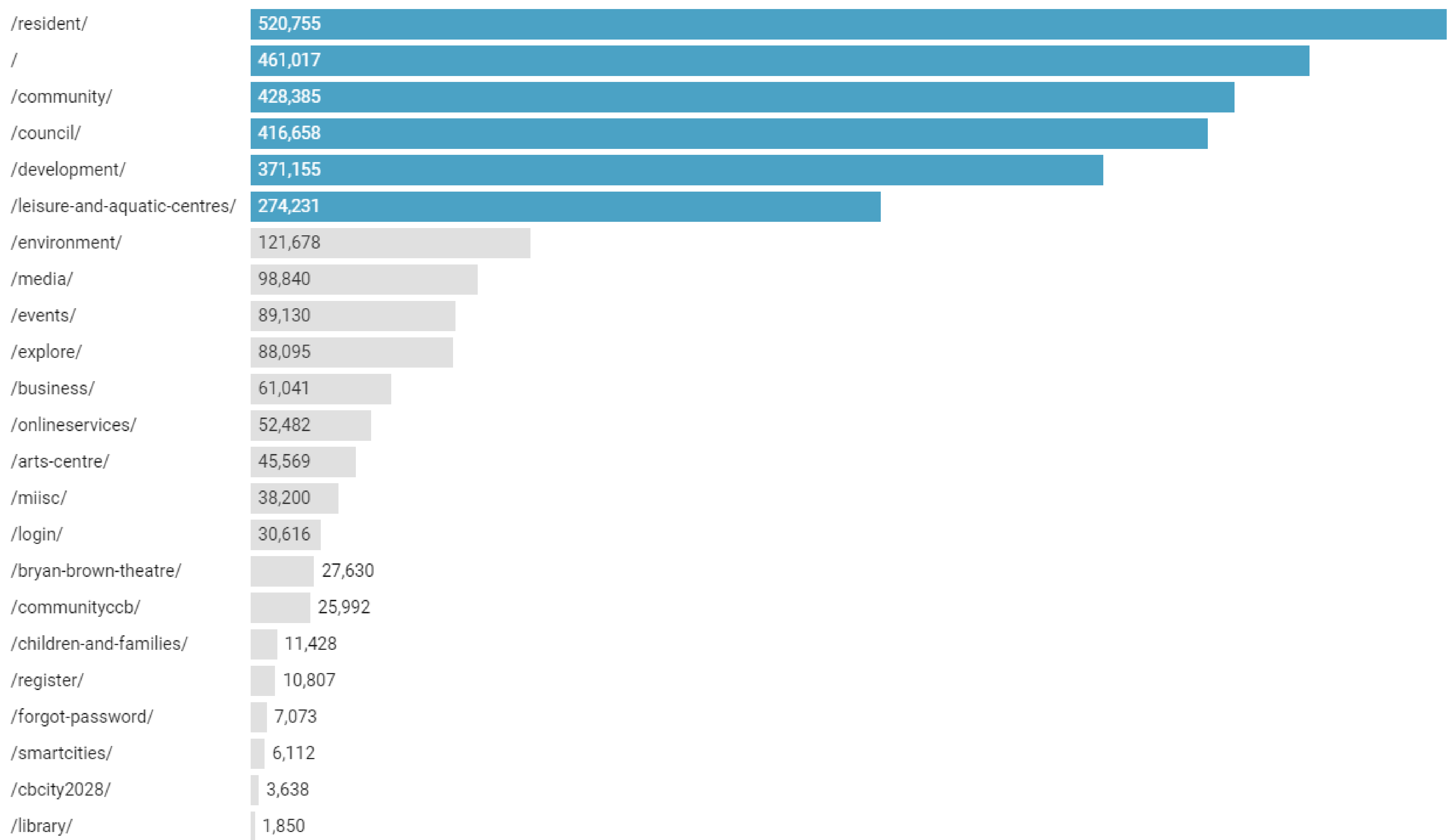
## So what does this tell us?

- 25-34 year olds are the largest age group using our website.
- 65+ year olds are the smallest age group, even though they represent the second largest population group.
- We need to ensure we reach our older groups in meaningful ways, whether this be through increasing digital access and literacy, or other means.



# And why are they visiting?

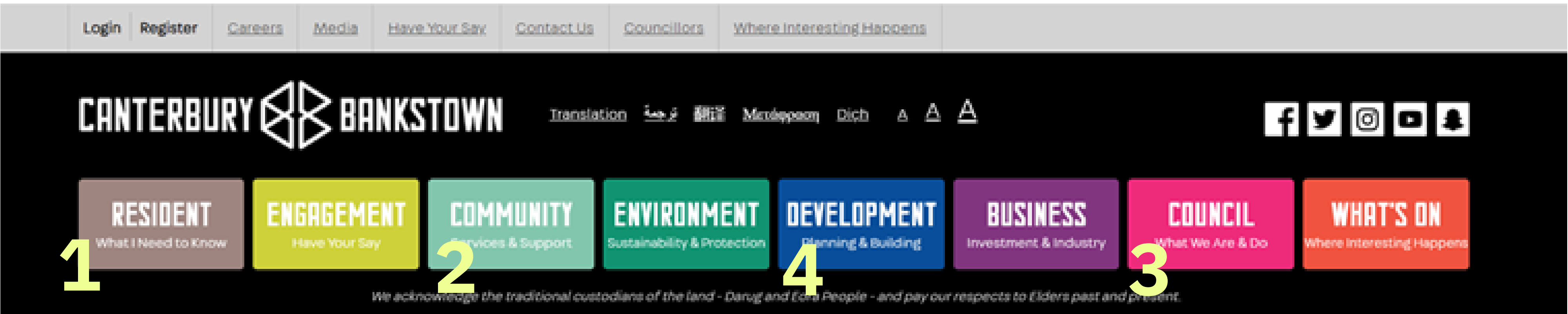
## Pageviews by Parent Page



This is an important question to ask as it indicates which of Council’s service areas are most ‘important’ to our community.

The top ‘group’ of pages that are visited are:

- 1. /resident (13.6% of all pageviews)
- 2. /community (11.4%)
- 3. /council (10.4%)
- 4. /development (7.7%)
- 5. /leisure-and-aquatics (7.3%)





Evidently, it is predominantly CBCity residents who are interacting with Council via our website. By clicking into the "Resident" tab, they are seeking information on mainly **waste and recycling**, which makes up almost 60% of /resident pageviews.

"Community" is the second highest area of interest for website users. When visiting the "Community" tab, users are most interested in our **Library and Knowledge Centres** (55.9% of /community pageviews).

Those visiting 'Council' related pages are predominantly doing so to: **contact Council** (42.9%) or learn about what Council does (about-us; 25.4%).

Notably behind "Development" is Leisure and Aquatics Centres. Despite not having a dedicated tab on the CBCity homepage, leisure and aquatics has a substantial number of visits, making up 7.3% of all pageviews.

***So what does this tell us?***

- The key group visiting our website is: residents.
- The top 3 services of interest are: **Waste and Recycling, Library and Knowledge Centres, and Contact Us.**
- Leisure and Aquatics is pulling its weight despite having the least website real estate.



A notable mention to the pages:  
**/contact-us (146k visits)**  
**/pre-booked-council-clean-up (82k visits)**  
**/sports-recreation/wet-weather-information (65k visits)**

Which are the top final destination pages.

## How are they visiting?

### Channels



A vast majority (63.1%) of visitors are reaching our website through organic search (i.e. through a search engine like

Google). It becomes important we optimize our page names and subheadings clearly and accurately reflect desired information.

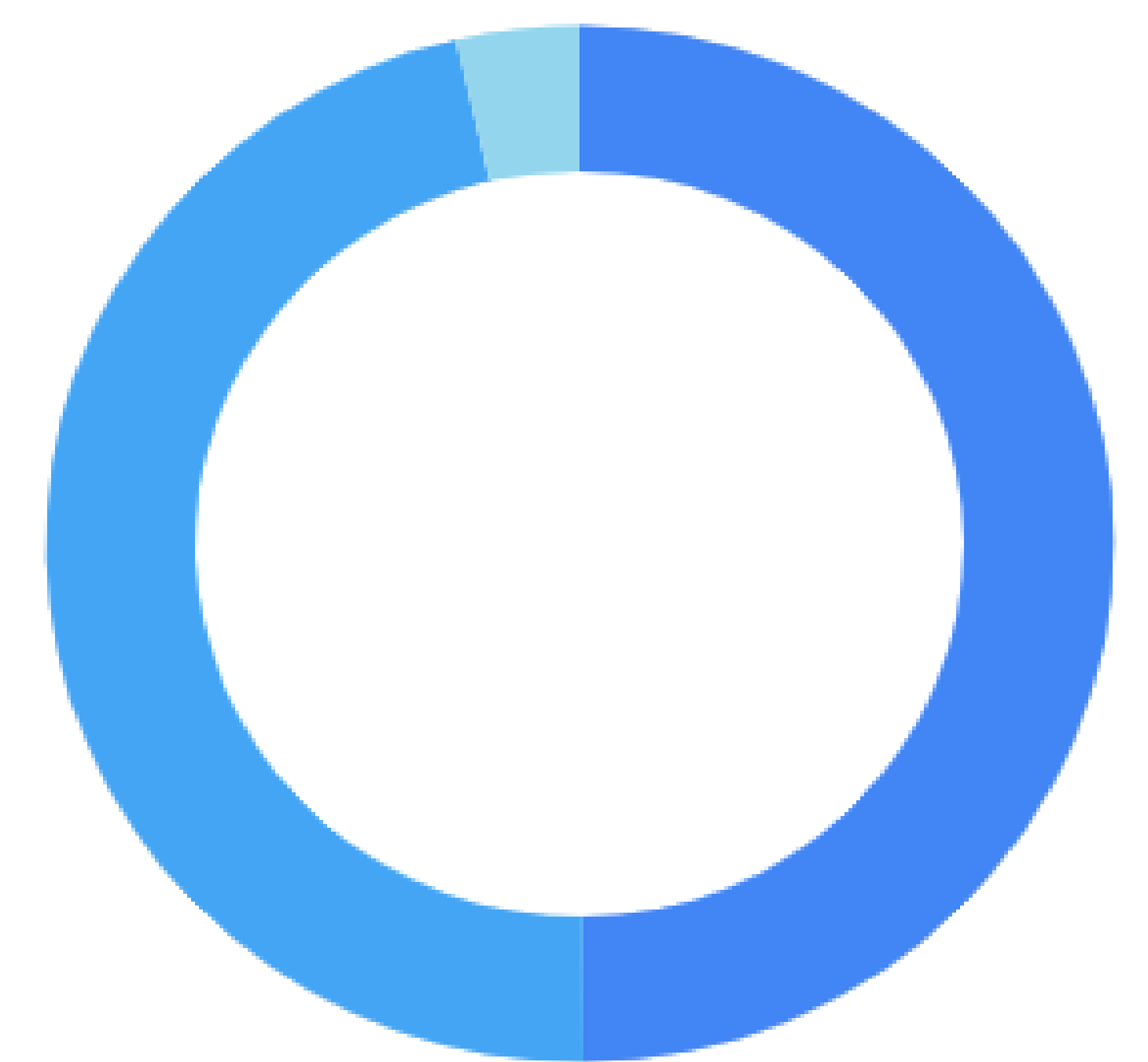


If you're curious, the top search queries were:

- 1. canterbury bankstown council
- 2. bankstown council
- 3. canterbury council
- 4. bankstown library
- 5. bankstown city council
- 6. campsie library
- 7. bankstown council jobs
- 8. bankstown council clean up
- 9. cbcity
- 10. birrong pools

Device Type

Sessions by device



Desktop	Mobile	Tablet
49.9%	46.4%	3.7%
↑8.2%	↑10.9%	↓41.6%

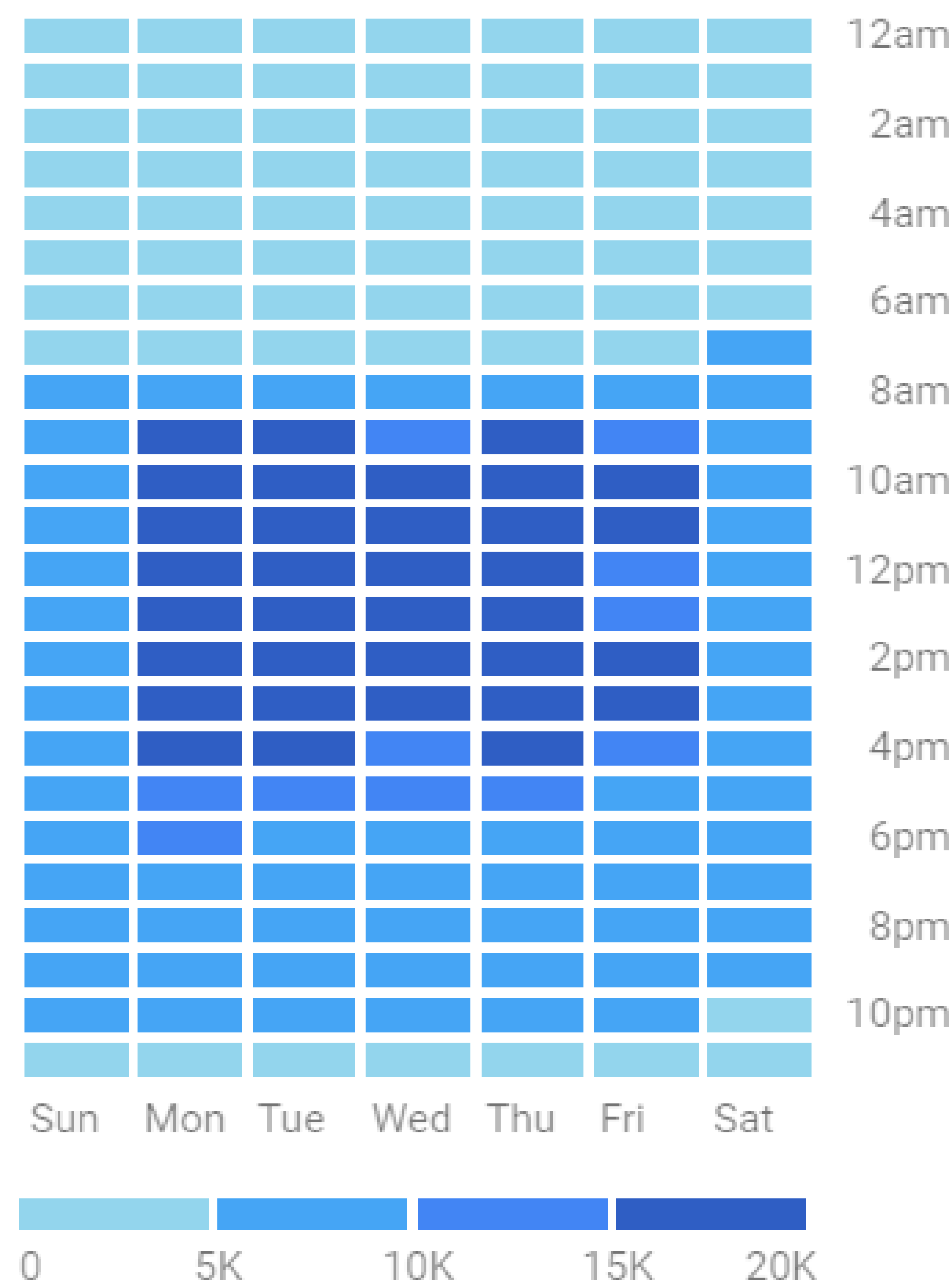
Sessions were closely divided between desktop and mobile at 50% and 46% respectively. Optimising our website for mobile becomes critical in providing a superior customer experience.

So what does this tell us?

For a better customer experience, we should optimize for search and optimize for mobile.

And lastly, when are they visiting?

Users by time of day

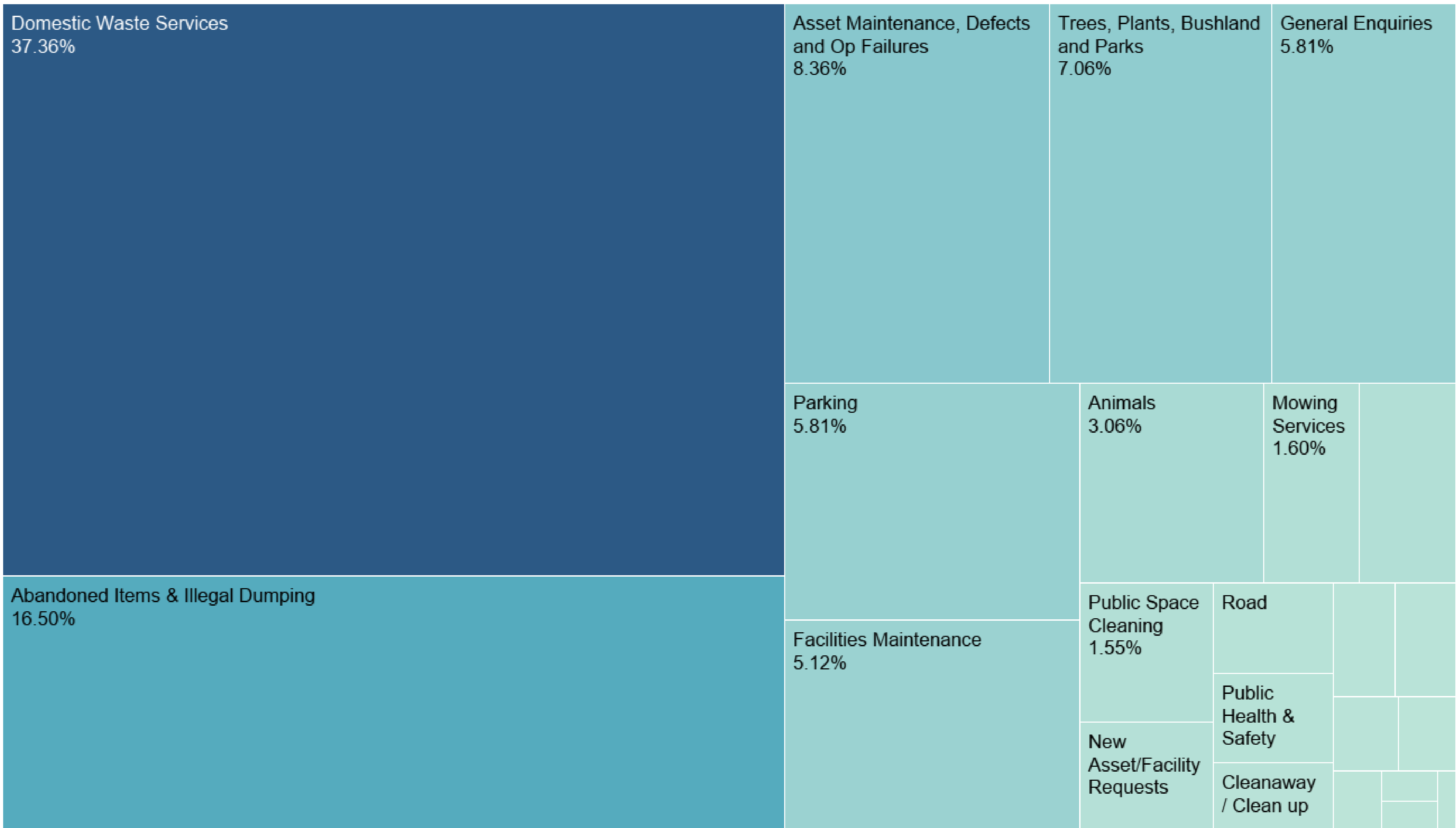


Despite a large number of sessions being resident-related, website usage is heaviest during working week hours. A deep dive of usage by time and day for different pages (e.g. Clean-up Bookings) would be valuable in managing the timing of our services.



## Part 2: Customer Service Requests

Ever wondered what our customers are reaching out to us about? Below are some summary statistics on customer service requests (CSRs) that have been raised through our webform or via our customer call centre.



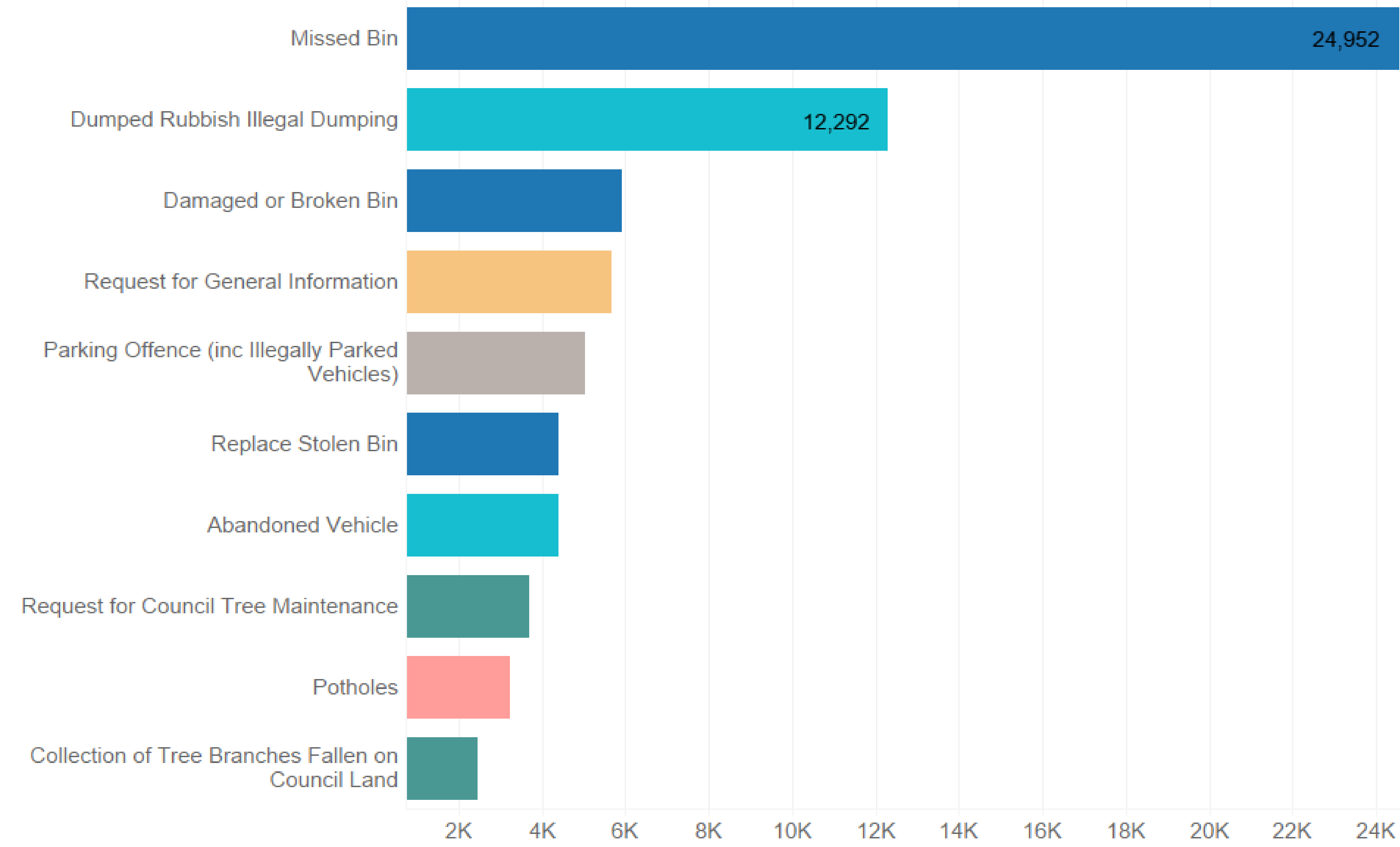


Our **domestic waste services** bring in the most requests with 39,550 over the last year. This means we receive, on average, **108 requests per day** relating to our domestic waste services.

This is followed by **abandoned items & illegal dumping** which includes abandoned vehicles, trolleys, accumulated rubbish, and dumped rubbish. We received 17,469 requests last year relating to this service area.

Asset maintenance and defects then follows, with the highest asset mentioned being roads, and specifically potholes on our local roads.

Greater detail of request types is detailed below.



***So what is this telling us?***

- Missed bin requests are the most common CSR. They make up almost two-thirds (63%) of our domestic waste requests and we received on average 68 requests a day.
- This is followed, with some distance, by illegal dumping with on average 33 requests per day.

# Part 3: Digital Trace & the Future of Understanding our Customer

With the above analysis, we really, truly, have only dipped our toes into the water. The digital trace, user behaviour (web) analytics, and social listening are ways in which we can better understand our customers and their needs in the future. Adding these tools into our customer experience and engagement services allows us to use data and technology to listen to the customer, without directly speaking with them.

While some of these tools and methods are already being used throughout industry, others present as major opportunities to keep an eye out for.

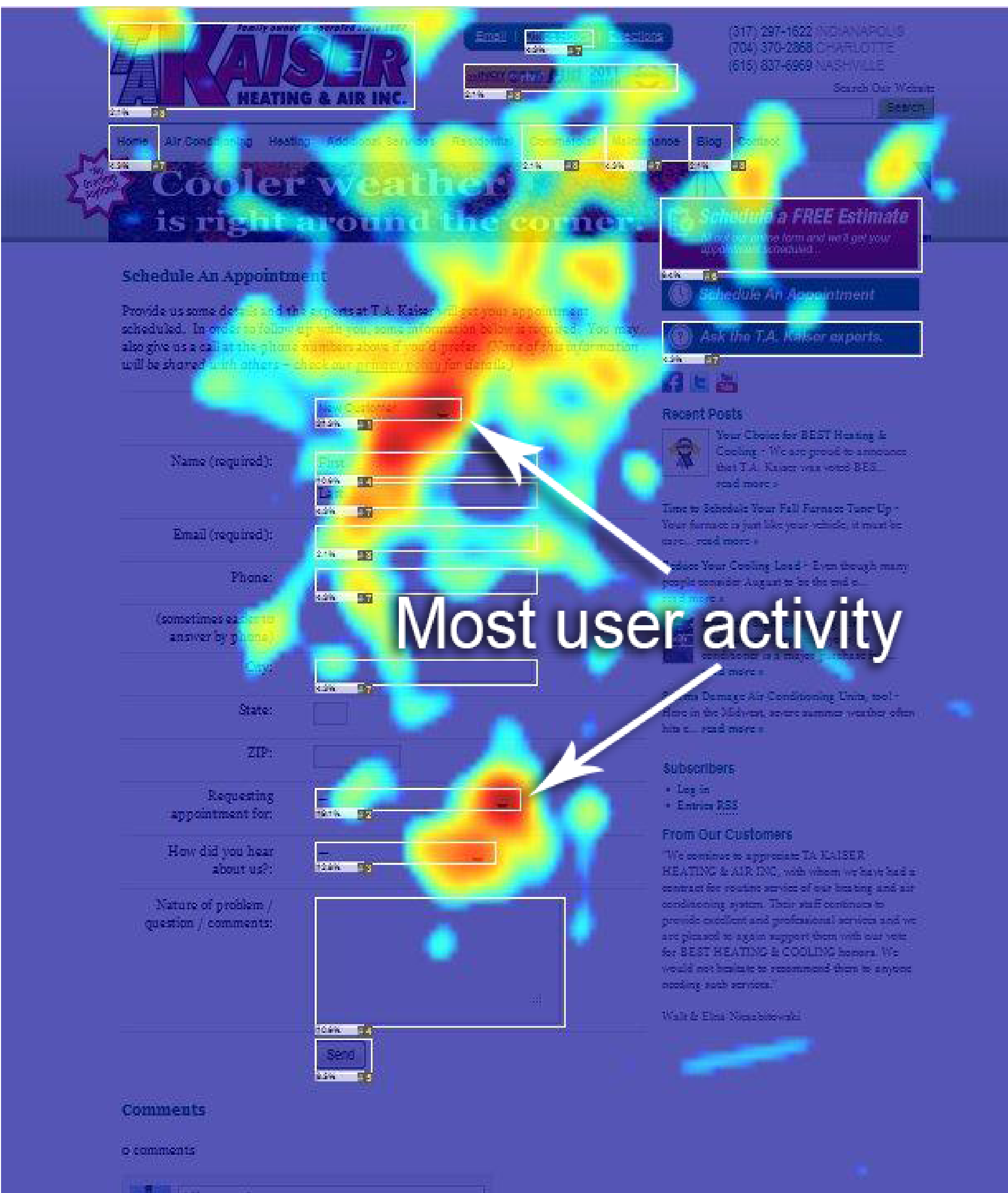
## Website Data & Design

Google Analytics is a good, but simple, start on website analytics. It describes what is happening at an aggregate level but doesn't account for granular behaviour on each webpage itself. This is where user behaviour analytics comes into play.

User behaviour analytics (UBA) is defined as a method of tracking, collecting, and analyzing quantitative and qualitative user data to understand how and why users interact with a product or website (hotjar, 2020). While this typically is used to

optimize click-throughs, purchases or ad revenue in the private sector, it can provide insights into which of Council's service areas, future projects, or events and so forth, garner the most community interest.

What data is involved in UBA? Currently, there are two common approaches to UBA. The first being heat maps.



Heat maps visually depict where on a page a user spends the most time looking at (scroll heat maps), and where they are clicking (click heat maps). This could be used to optimize our website homepage, for example, to ensure the most clicked and looked at information take up key site real estate, while less clicked information might be pushed to other areas or pages. This can significantly improve our online user (and customer) experience, by easily giving users the information they want.



The second method for UBA is called “session replays”. These are renderings of real user engagement that happens on a website, including clicks, taps, keystrokes, scrolls, and hovers. Unlike heat maps, it can show a single user’s behaviour over the duration of a website session. This has similar use cases to the above, and could also be applied to our Strategic and Operating Plans to highlight which areas are of most interest and how the document is navigated, to support the development of such major documents.

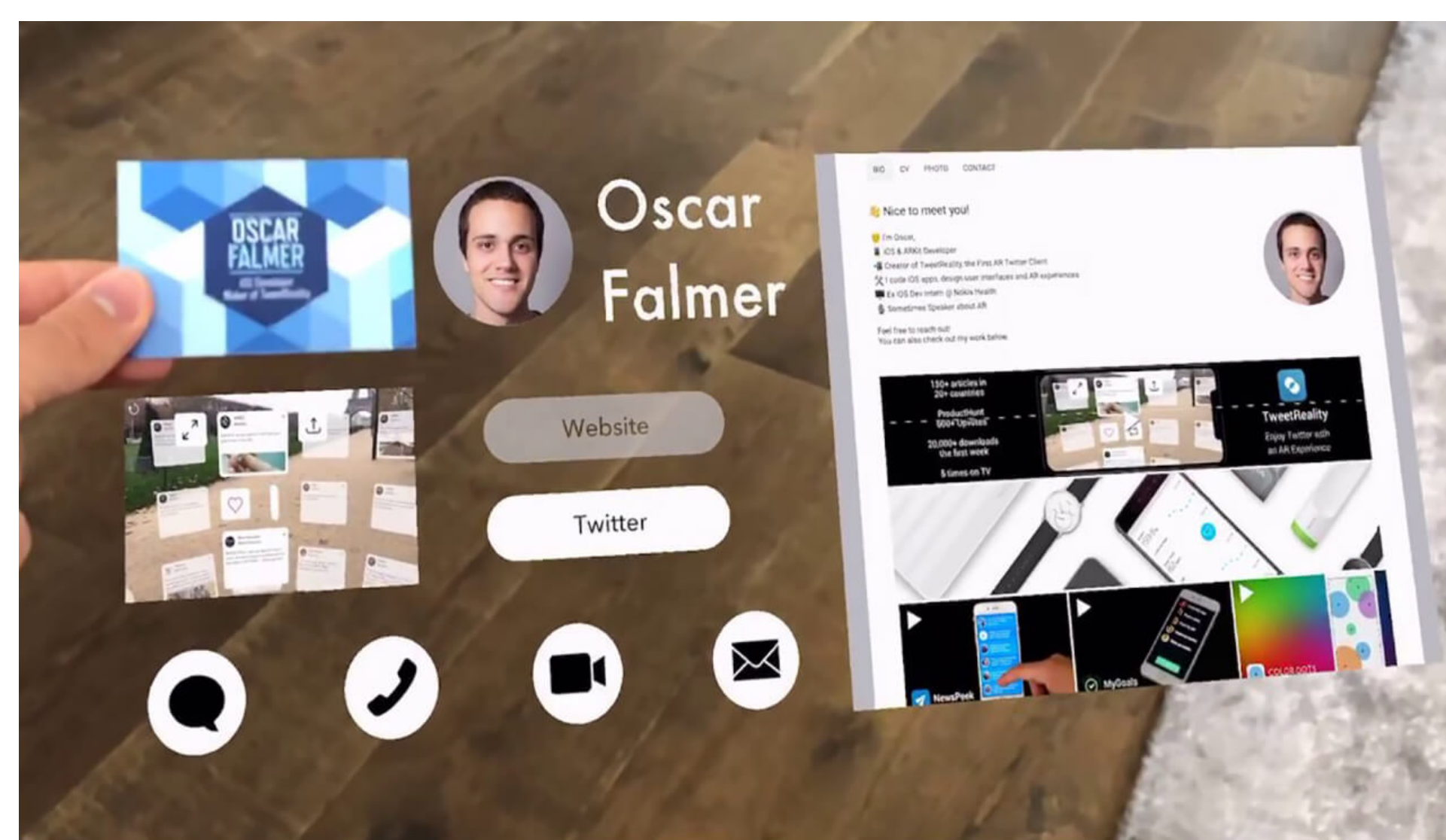
## ***Pushing the Boundaries: Contextual Websites & VR***

Knowing we can get so much detail about our website user behaviour, how does this shape the future of website design? Our future websites will bring design and data together (May, 2020).

Our websites will be contextual and conversational. They may update automatically based on predicted user needs and historical usage patterns. “I’m talking about designing an experience that’s helpful to the user and leverages data and analytics to make that personalized and contextualized... so don’t give an experience that’s meant for someone else; don’t treat me like a ‘between 25 and 40-year old white male’. Treat me like Nathan Shetterley.” - Nathan Shetterly from global design and innovation company, Fjord.  
(May, 2020).

Our websites will adapt to our needs and context seamlessly in the background, without the user even realizing. When we pair contextual websites with virtual reality (VR) and augmented reality (AR), our websites transition into web-ecosystems. What could this look like? Imagine leaving your house and having a display of transport options and timings quite literally without blinking an eye. Your smart glasses know where you’re going, what traffic and transport conditions are like, and provides you with these options or chooses a recommendation for you and informs you of when your ride-share is ready to pick you up.

Realising that our websites will become web-ecosystems helps us shape how we think about the future of informing and engaging with our customers.





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## Social Listening

Our customers talk. Just not to us. With social listening we're able to tap into what our customers are saying about Council on their social media platforms. It helps develop an idea of what's working, or not, for them.



### *The Key Takeaway*

Put simply, digital interactions and our customers' digital trace, whether website or social media related, gives us rich insight into their needs and pain points.

Social listening involves the tracking of social media platforms for mentions and conversations related to an organisation (Tran, 2020). This data is then analysed to generate insights on: who our customers are (age, demographics, segments, interests), key voices and influencers, their expectations and preferences for their local community and services, and pain points associated. This can help us shape our plans and projects to ensure we're aligned with the community.

The wealth of information aside, social listening has one key benefit. It enables Council to understand customer needs and sentiment without relying on traditional research tools such as surveys or focus groups. These methods are increasingly questioned in terms of effectiveness, applicability and representativeness (Deloitte, 2020), with P&G's Global Head of Insights once claiming that "survey research will decline dramatically in importance by 2020. Social media listening will replace much of it, adding new dimensions".



**A City Future initiative supporting our mission to:**  
***Dream, design and create the most amazing future for our City.***

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