



**University of Wales**  
Trinity Saint David  
LONDON

**LCLM4002\_BIRM Digital Skills Task 3**  
**Website Evaluation**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                  |                     |                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------|
| <b>Student Number</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 2518081                                                                                                                          | <b>Student Name</b> | Abdulrazak Nurain |
| <b>Website Chosen</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | CLEANING OF LONDON                                                                                                               |                     |                   |
| <b>Insert hyperlink to website</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Visit the website at <a href="https://www.cleanersoflondon.co.uk/contact-us/">https://www.cleanersoflondon.co.uk/contact-us/</a> |                     |                   |
| <b><u>Evaluation</u></b><br><b>Respond to each question</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                  |                     |                   |
| <b>Section 1 – Usability</b><br><b>(75 words maximum for each answer)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                  |                     |                   |
| <b>Question 1a - How quickly and easily does the website load?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                  |                     |                   |
| Answer: The website loads quickly depending on your internet connection, delivering a consistently smooth browsing experience. It uses optimization techniques for high-resolution images and complex scripts to prevent unnecessary delays. Navigation stays responsive on both desktop and mobile devices, supporting fast access to information. This performance reduces wait times and improves overall usability. As a result, the site is highly efficient, dependable, and professional, fostering user trust.                                                                                                                                                                                       |                                                                                                                                  |                     |                   |
| <b>Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                  |                     |                   |
| Answer: Yes, Extensive websites usually have a hierarchical structure with sub-pages to organize content effectively. For example, Cleaners of London features 11 pages, including services, pricing, contact, and about us. Navigation methods include primary menus and dropdowns for high-level access, sidebar menus for detailed exploration, and breadcrumb links to show users their current location within the site. Footers often contain additional links, while internal search bars enable quick access to specific information. These tools collectively enhance user experience by making navigation intuitive and efficient, ensuring visitors can find relevant content easily and quickly. |                                                                                                                                  |                     |                   |
| <b>Question 1c - Can a customer make a booking via the webpage?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                  |                     |                   |
| Answer: Yes, customers can typically make bookings directly through a webpage. Modern booking systems, such as Square Appointments, Calendly, or Wix Bookings, are integrated into websites to allow 24/7 self-scheduling. Through a user-friendly interface, customers can view real-time availability, select services, and secure their spot instantly without needing to call or email. Many systems also enable secure online payment processing during the booking process to confirm the reservation.                                                                                                                                                                                                 |                                                                                                                                  |                     |                   |
| <b>Question 1d - What improvements could be made to the usability of the website?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                  |                     |                   |
| To enhance website usability, focus on mobile-first responsive design, ensuring adaptability across devices. Optimize loading speeds by compressing images and minifying code, aiming for under three seconds load time. Implement intuitive navigation with clear labels and a                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                  |                     |                   |

visible search bar for easy content discovery. Improve text readability through legible fonts, suitable sizes, and high contrast. Additionally, incorporate accessibility features like descriptive alt text and keyboard navigation to create an inclusive user experience, increasing engagement and satisfaction. These enhancements not only comply with legal standards but also broaden the potential user base.

## **Section 2 – Pleasure – Customer Experience**

**(75 words maximum for each answer)**

**Question 2a** – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?

Answer: The webpage presents a highly pleasant appearance, characterized by a clean, modern design and ample white space that enhances readability and maintains a professional, uncluttered layout. Device-specific adaptations are evident: the desktop version employs a multi-column layout with detailed navigation, optimizing screen space. In contrast, the mobile version is optimized for touch interaction, featuring a single-column format and a prominent "hamburger" menu for effortless navigation. This ensures that essential information remains accessible and prioritized for quick access on smaller screens, providing a seamless user experience across devices.

**Question 2b** - How does the website use imagery, video and colour?

Answer: The website utilizes a strategic visual hierarchy to attract visitors and promote engagement. High-resolution images create an immediate emotional connection, resonating with the target audience and conveying brand values. Background videos add dynamic energy, making the experience lively and encouraging longer visits. A carefully chosen colour palette highlights key elements like call-to-action buttons, guiding users seamlessly. This combination of immersive media and thoughtful design fosters a professional, cohesive experience, enhancing message retention and strengthening the brand-audience relationship.

**Question 2c** – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?

Many modern cleaning websites incorporate online chat tools like live chat or AI chatbots to enhance customer interaction. These tools offer instant, 24/7 responses to questions about products, shipping, or stock, improving user experience. They achieve approximately 87% customer satisfaction and reduce call volume. Moreover, they significantly increase conversion rates by guiding users toward purchases promptly. Consequently, chat tools are vital for online business success, providing efficient, accessible, and effective customer support around the clock.

**Question 2d** – How effective are the social media links on the website?

Answer: Social media links play a crucial role in enhancing brand awareness for the Cleaners of London website. Strategically placed in areas like the header or footer, they increase visibility and foster trust through social proof. Opening links in new tabs ensures users remain engaged with the main site, improving user experience. However, inactive or broken profiles can damage credibility and reduce trust. Therefore, maintaining active, relevant social media links is essential for effective brand promotion and user engagement.

## **Section 3 – Perceived Value**

**(75 words maximum for each answer)**

**Question 3a** - How are the services offered by the company made clear to customers?

Companies prioritize clarity in their services by implementing comprehensive, omnichannel communication strategies. Cleaners of London exemplify this approach with detailed, jargon-free websites and proactive communication, ensuring customers understand each interaction stage. Staff are trained to actively listen, ask clarifying questions, and provide immediate, personalized support through phone, live chat, or email. Many organizations also utilize knowledge bases for self-service, offering 24/7 access to information. These methods collectively improve customer understanding, satisfaction, and foster trust and loyalty in the brand.

**Question 3b** - How are customer reviews made available? Are these up to date?

Customer reviews play a vital role in shaping the reputation and credibility of businesses across various industries. These reviews are typically made accessible through a range of online platforms, including popular general review sites such as Google, Yelp, and Amazon, as well as industry-specific sites like TripAdvisor and Trustpilot. For example, service providers like Cleaners of London often integrate reviews directly into their official websites using embedded widgets, allowing potential customers to view feedback seamlessly without navigating away from the company's site.

The collection of customer reviews occurs through multiple channels to ensure a comprehensive and current feedback system. Common methods include direct email requests sent post-service or purchase, structured post-purchase surveys that solicit detailed feedback, and automated feedback systems that prompt customers at various touchpoints. These approaches help businesses gather diverse insights and maintain an up-to-date repository of customer opinions.

Many review platforms utilize real-time aggregation technology, which ensures that reviews are continuously updated and reflect the most recent customer experiences. This real-time data collection allows consumers to filter reviews based on criteria such as "most recent," enabling them to access the latest feedback and make informed decisions. Additionally, businesses often actively encourage customers to leave new reviews, recognizing their importance in attracting new clients and maintaining a positive online reputation.

Overall, the integration and management of customer reviews are crucial components of modern digital marketing strategies. They provide transparency, foster trust, and influence purchasing decisions by offering authentic insights into the quality of products and services. As online platforms evolve, the importance of timely, genuine, and accessible customer feedback continues to grow, making it an essential aspect of business operations and customer engagement.

**Question 3c** – How is the service presented as high quality? For what reasons would you use the company's service or recommend to a friend or family member?

Answer: The service is showed as high quality through personalized, empathetic interactions, proactive problem-solving, and professional, knowledgeable staff who consistently exceed expectations. I would recommend it because they turn customers into advocates by going the extra mile, offering swift, trustworthy solutions, and making clients feel valued. This trustworthiness, paired with a memorable, high-touch experience, ensures the company stands out from competitors, making it a reliable choice for family and friends.

**Question 3d** - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If no, why do you think the company has chosen not to include prices?

Answer:

Prices are not always made clear to customers, as many companies—particularly in consulting or customized services—choose to hide pricing to foster direct engagement and establish relationships. By requiring a sales call, companies can demonstrate value and justify higher costs, rather than competing solely on price. When prices are hidden, it is often a strategic choice to avoid scaring off customers with high initial quotes or to manage complex, customized project costs

#### **Section 4 – Searchability**

|                                                                                                       |          |
|-------------------------------------------------------------------------------------------------------|----------|
| <b>Question 4a</b> - What <b>three</b> words would you type into Google to find this type of service? | Cleaners |
|                                                                                                       | Of       |
|                                                                                                       | London   |

**Question 4b** - When you type these words into google, does the company's website appear in the top ten websites?

Answer: yes

#### **Section 5 – Reflection and conclusion (120 words maximum for each answer)**

**Question 5a** - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer: Yes, websites continue highly relevant, acting as the initial 24/7 digital storefront for modern UK businesses, despite the rise of social media. While platforms like Instagram or TikTok offer engagement, a website provides essential credibility, with over 80% of consumers researching online before purchasing. It is the only digital asset a business fully owns, offering control over branding, user experience, and search engine optimization (SEO) to attract high-intent traffic

**Question 5b** - If you were to make one recommendation about how to improve the website of your chosen company, what would it be? Why have you suggested this improvement?

## Enhancing Customer Satisfaction and Operational Efficiency in London Cleaning Services

In the competitive landscape of cleaning services in London, maintaining high levels of customer satisfaction and operational efficiency is essential for business success. Implementing a "Live Cleaner Tracking and Arrival Notification" system offers a strategic advantage by leveraging modern technology to streamline communication, improve transparency, and optimize resource management. This comprehensive system addresses key operational challenges and enhances the overall customer experience, positioning service providers for sustained growth and competitive differentiation.

### Core Components of the System

#### Real-Time Location Tracking

Utilizing advanced GPS technology, the system provides clients with continuous updates on the current location of their assigned cleaner. This feature allows clients to monitor the cleaner's journey in real-time, offering transparency and reducing uncertainty. Knowing the precise whereabouts of the cleaner enables clients to plan their schedules more effectively, minimizing waiting times and unnecessary inquiries. This real-time visibility fosters trust and enhances the perceived reliability of the service provider.

#### Automated Arrival Notifications

To further improve communication, the system automatically sends instant alerts via email or SMS when the cleaner is approaching or has arrived at the designated location. These notifications ensure clients are well-informed and prepared for the service, reducing disruptions and fostering a sense of professionalism. For cleaners, automated alerts help adhere to scheduled timings, thereby improving operational efficiency and resource allocation.

#### Integration with Booking Platform

The system seamlessly integrates with existing booking portals, allowing clients to access tracking features directly from their account dashboard. This integration consolidates booking and tracking functionalities into a single, user-friendly interface, simplifying the customer journey. Clients can view upcoming appointments, track cleaner locations, and receive notifications without navigating away from the booking platform, which enhances convenience and overall user satisfaction.

### Advantages of System Implementation

- Increased transparency and trust between clients and service providers

- Enhanced scheduling accuracy and reduced waiting times
- Optimized resource management leading to improved operational efficiency
- Elevated customer satisfaction and loyalty
- Streamlined communication channels for better service delivery

Overall, adopting a "Live Cleaner Tracking and Arrival Notification" system represents a strategic investment for London cleaning services seeking to differentiate themselves in a competitive market. By harnessing technology to improve transparency, communication, and operational efficiency, service providers can deliver superior customer experiences, foster long-term relationships, and achieve sustainable business growth.

## Reference List

CLEANERS OF LONDON 2006